



Working with the Media

Introduction

MassDEP Municipal Waste *Reduction Toolkit*



Most municipal recycling coordinators wear lots of hats and juggle a number of jobs. It's hard to focus on publicizing your community's recycling program when you're busy with the "real work" of overseeing operations, managing solid waste contractors and dealing with the public. That's why MassDEP has created "**Working with the Media**", a guide to getting free publicity for municipal waste reduction programs.

This module is divided into 2 sections: Media Essentials and a Month-by-Month Outreach Planner. Media Essentials contains information on writing effective press releases and using public service announcements (PSA). It also includes two print PSAs that may be customized and submitted to your local newspaper.

The Month-by-Month Outreach Planner covers a different topic each month and includes a press release(s), companion news article(s) and public service announcement(s). Select the topic you'd like to focus on, be it bottle and can recycling, yard waste, or holiday waste reduction. Customize the materials as you please, or send them "as is" it to local newspapers, radio and cable television stations to get the word out.

We hope that these resources will help you to promote greater awareness of the benefits of recycling and waste reduction in your community.





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Working with the Media

Media Essentials: What you need to know

MassDEP Municipal Waste Reduction Toolkit



Working with the media can increase awareness and help create positive impressions about your community's recycling and waste reduction programs, which in turn will help you reach the ultimate goal of increased recycling participation. Sounds great, but where do you start?

This section of **Working with the Media** describes a variety of tried and true methods for getting the word out to local and regional newspapers, cable television stations, and radio. Once you've familiarized yourself with the options, turn to the [Month-by-Month Outreach Planner](#) where you'll find dozens of press releases, articles and public service announcements on recycling and related topics, all written for a general audience. Customize these with details of your local program, or send them out as they are, to raise awareness about the importance of recycling, composting and reducing waste at home, at school and at work.

Press Releases

A press release (or "news release") is a statement prepared for distribution to the media. Press releases can feature announcements, specific topic information, or a general idea. A press release can also be used to announce the results of an event or activity that has recently occurred.

The typical format includes:

- The 5 W's – Who, What, Where, When and Why
- Your name and contact information
- 3-4 paragraphs of detailed information (such as price, location, hours, etc.)
- Boilerplate language explaining who you are (your organization, programs, etc)

Other things to keep in mind:

- Send your press release via email whenever possible. Copy and paste the press release into the body of the email; don't send it as an attachment. If you can't email it, send it by fax.
- If your press release topic is time sensitive (i.e. you're announcing an HHW collection day or a change in recycling service), send the press release 2-3 weeks in advance.
- If the topic is NOT time sensitive, put "FOR IMMEDIATE RELEASE" on the top and send it any time. If you are inviting the media to an event, see "Media Advisory" on the next page.
- Put the press release on town/city letterhead, using 1.5 double spacing
- A catchy title on the press release will spark a reporter's interest.
- Include a quote from an elected official about the event or activity, if possible.
- Follow-up with the newspaper a few days after submitting the release. Don't ask "did you receive the press release?" Instead, tell them what event or press release you're calling about, and offer to answer questions they might have.

How to use press releases:

In addition to the samples in the outreach calendar section, here are some other ways to use press releases:

- Publicize the results of an event (e.g. HHW day, Zero Waste Day).
- Announce a recycling award (either one received by the municipality, or one given to a local organization or individual).
- Report the results of a local campaign or initiative (e.g. recycling increased by xx % after a pilot program was introduced).



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- Announce changes or to your municipal recycling program.
- Solicit volunteers for a recycling committee or project.

Media Alerts or Advisories

A media alert or advisory is a prepared statement to the media inviting them to a particular event or news conference. It has the same elements of a press release (who, what, when, where, why), but abbreviated content and details. Send a media advisory out 3 weeks in advance of an event if possible, and always follow up with a phone call the day before to remind reporters of the event.

Guest Columns and Articles

Many community newspapers will set aside space on a regular basis for recycling information (e.g. the “recycling column” or “recycling corner”). With permission from your municipal officials, send a request on letterhead to the editor of your local paper. Provide a list of the proposed topics for the “recycling corner” and let them know you can provide articles on a regular basis. Newspapers are often happy to have well written “filler” material that can be used as needed. Refer to the [Outreach Calendar](#) for a large variety of articles that are not time-sensitive and can be used at the newspaper’s discretion. A sample letter requesting space for recycling information is included.

Recycling Recognition

Is there an individual(s) in your community who is particularly dedicated to recycling, composting or other waste reduction activities? If so, consider a recycling recognition program. Use the “**Recycler of the Month**” template (provided in this section), to spotlight a resident in your community for their recycling efforts with a photo in the local newspaper. Include a caption for the photo, and if possible, a quote from the resident about why they think recycling is important. Or, for a group of residents, even a school, or business, use the “**Any Town (Residents) Recycle!**” template. You can customize these templates to your liking, by using the files provided in this module.

Using photos in the Recycling Recognition PSAs

A digital photo (preferably a “head shot” or a clear “action shot”) is recommended because you can email it to the newspaper along with the Recycling Recognition file (above). A printed photograph can be provided, but most newspapers do not return photos. You will need to obtain the individual’s permission to send the photo to the newspaper. A “photo release form” is provided in this Toolkit, and should be signed by anyone who appears in the photo. This authorizes your municipality to use the photo for this purpose. It can be also be used when residents are quoted. If the photographed person is a minor, their legal guardian must sign this form.

Public Service Announcements

A Public Service Announcement (PSA) is essentially an advertisement with a “public benefit” message. PSAs can be used in print media (newspapers) and electronic media (television and radio) and are printed or broadcast at no cost. While getting a network television or major radio station to air a PSA can be difficult, cable television, public radio and local commercial radio stations are viable alternatives to getting the word out.

Newspaper PSAs:

MassDEP has created four generic PSAs in PDF format featuring the Massachusetts recycling logo and slogan, A little Effort, a Big difference. Printed samples are included in this section. These can be submitted directly to a newspaper with a request to run them when space permits. Or, you may design your own PSA with short bullets about your community’s recycling program (what’s collected and when), information on the sale of compost bins, or an HHW collection event. We have also included a cover letter that can be customized and included with your print PSAs.



Radio PSAs

The Outreach Calendar section contains a number of PSAs for radio, prepared by the South Shore Recycling Cooperative (SSRC). Topics include: paper, can and bottle recycling, buy recycled, composting, climate change and trash, household hazardous waste and more. Customize these with local information, print, and send them to your local radio station.

Television PSAs

About two thirds of communities with cable TV have at least one “public access” channel (dedicated to non-commercial use by the public), and some larger cities also have “local origination” channels (similar to local commercial stations with paid advertisements) which are sometimes available for local programming. To find a list of television stations in your area, go to <http://www.shgresources.com> and select the “media” tab on the top right of the page

MassDEP has four professionally-produced, 30-second television PSAs on recycling in Massachusetts, entitled “Brazil”, “Excuses”, “Rules” & “Kids”. For a copy of the DVD, please call Ann McGovern at 617-292-5834. In addition, there are many other free PSAs available; see resource list at end of this section.

Tips for Using PSAs

Contact the stations on your list before you send out the PSAs.

- You can find the contact information for any station by looking in the phone book or going to their Web site. Contacting the stations directly serves several purposes: You are able to introduce yourself and let them know that you will be sending them materials, and you are able to find out what specific requirements they have.
- If you do not have a contact or name at the station, ask for the community affairs director or the person that handles public service announcements. Most of the time they are willing to help and answer any questions you have.

To increase the likelihood of your PSAs being used by the media:

- Try to deliver the PSA to your cable or radio station in person.
- Ask the station to create a customized “lead-in” to the material that includes local recycling information and a phone number. If you provide them with the written information, many cable stations are happy to do this, given adequate lead time. .
- Include a cover letter (we have enclosed a sample) with any material you submit with your contact information, affiliation, the contents of the tape or CD, and your reason for sending it. Be sure to mention that it deals with local information.
- Follow up with the station to see if they’ve viewed the material (whether you mailed or delivered in person), and ask if they plan to run it.

Getting More PSAs:

In addition to MassDEP’s PSAs, there are a number of professionally produced radio and television PSAs on recycling that are available at little or no cost.

Earth 911: <http://www.earth911.org/usa/master.asp?s=psa&a=psa/psa.asp>

Curbside Value Partnership: <http://www.recyclecurbside.org/>

American Forest and Paper: http://www.afandpa.org/Template.cfm?section=News_Room



Print PSA – Recycler of the Month

(NAME)

You are (ANY TOWN)'s Recycler of the Month!

PLACE PHOTO HERE

**JOIN (NAME) AND DO YOUR PART TO SUPPORT
(TOWN)'S RECYCLING PROGRAM**

Did You Know?

- Recycling 40 aluminum cans conserves the energy equivalent of 1 gallon of gasoline.
- Recycling one ton of newspaper saves the equivalent of 100 gallons of gasoline.

**How You Can Help:
LOCAL PHONE
LOCAL WEBSITE**



(Any Town) Residents

RECYCLE.

A Little Effort...A BIG Difference!

PLACE PHOTO HERE

Did You Know?

- Recycling 40 aluminum cans conserves the energy equivalent of 1 gallon of gasoline.
- Recycling one ton of newspaper saves the equivalent of 100 gallons of gasoline.

How You Can Help:

LOCAL PHONE

LOCAL WEBSITE



Sample Letter to Accompany Print PSA

Place on Municipal Letterhead

DATE

NAME

COMPANY

ADDRESS

CITY, STATE ZIP CODE

Dear NAME:

On behalf of the community of (NAME), enclosed please find a Recycling Recognition PSA for your newspaper.

This PSA is part of a statewide effort to educate residents of (NAME) and the Commonwealth about the importance of recycling and waste reduction. The community of (NAME) will also be targeting residents through PSAs on our local cable access channel, press outreach, and (LIST COMMUNITY SPECIFIC TOOL KIT ITEMS HERE).

Did you know that if all morning newspapers were recycled 41,000 trees would be saved each day? As a newspaper company and community stakeholder, we hope that you will help us in our recycling effort by running the enclosed PSA. I have also included some generic recycling PSAs and the logo. I hope that you will consider running these PSAs as “filler” in your newspaper. This will demonstrate to your readers your commitment to the environment

Thank you for your consideration, and please feel free to contact me directly with any questions at (PHONE NUMBER).

Sincerely,

NAME

TITLE, DEPARTMENT

Sample Letter to Accompany PSA

Place on Municipal Letterhead

DATE

NAME

COMPANY

ADDRESS

CITY, STATE ZIP CODE

Dear NAME:

On behalf of the community of (NAME), enclosed please find four recycling public service announcements:

- **TV 30-second PSA: “Brazil”**
- TV 30-second PSA: “Your Excuses”
- TV 30-second PSA: “Rules”
- TV 30-second PSA: “Kids”

These PSAs are part of a statewide effort to educate residents of (NAME) and the Commonwealth about the importance of recycling and waste reduction. The community of (NAME) will also be targeting residents through print PSAs, press outreach, and (LIST COMMUNITY SPECIFIC TOOL KIT ITEMS HERE).

We realize that you receive countless public service announcements, but ask that you seriously consider this issue. Three of the enclosed PSAs feature a 30s-something male appealing to our largest target audience, males 20-40. The other PSA features children, ages 7-10 years old, talking straight to the viewers about the importance of recycling - asking viewers to recycle because "this will be our world soon."

Thank you for your consideration, and please feel free to contact me directly with any questions at (PHONE NUMBER).

Sincerely,

NAME

TITLE, DEPARTMENT

SAMPLE PHOTO RELEASE FORM

I give permission to the **(NAME)** Recycling Department to use my photo and name in any and all publicity efforts. I understand that this photo is for a print advertisement that will be placed in my local newspaper.

By signing this agreement, I relinquish any monetary claims, and agree to hold the **(NAME)** Recycling Department harmless for any liability arising from participation. I state that I have no conflicts of interest with the subject matter and that I enter into this agreement of my own free will.

Signed

Date

Signature of Guardian (if under 18)

Witness

Print Name

Address

City/State/Zipcode

CONTACT:

**HOUSEHOLD PAPER RECYCLING PROMOTES STRONG ECONOMY,
REDUCES DISPOSAL EXPENSES**

What is America's biggest export to the rest of the world? Believe it or not, it's scrap paper – old newspapers, cardboard boxes, unwanted mail, catalogs, office paper and more.

Scrap paper is now the number one American export commodity by volume. U.S. exports of all types of scrap paper material grew to \$8.4 billion in 2004 – *more than double* the 1999 total. This strong global demand has resulted in not only higher prices for recycled paper in foreign markets, but also a supply shortage for American paper mills.

Recycling paper is good for both the environment and the economy. In Massachusetts, more than 1,400 recycling businesses employ nearly 20,000 people. And recycling just one ton of paper saves 17 trees, 7,000 gallons of water and 212 gallons of fuel, plus keeps 8.5 tons of carbon dioxide out of the air.

Paper recycling is easier than ever. About 40 percent of the waste we generate at home is paper. In one [bag/bin], we can recycle newspapers, inserts, magazines, catalogs, all colors of paper, wrapping paper, greeting cards, telephone books, thin cardboard (such as cereal, cookie and cracker boxes), unwanted mail, envelopes (even those with address windows), paperback books, corrugated cardboard and shredded paper.

One of the best ways to reduce paper waste is to stop unwanted mail from reaching your home or business. A whopping 62 billion pieces of mail are produced each year. Each American receives an average of 41 pounds of unwanted advertising mail annually. All told, the U.S. spends over \$275 million annually to dispose of it. You can reduce the amount of mail you receive by contacting the companies and mailing list brokers directly.

Last year, [Insert town name] spent [insert cost to dispose of paper] to dispose of paper that could have been recycled instead of paying high disposal fees. The more paper you can divert to recycling, the more [the town] will save and be free to spend those dollars on other necessary services.

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CONTACT:

FOLLOW THE RECYCLED PAPER TRAIL

Ever wonder what happens to the newspapers, envelopes, catalogs and unwanted mail that you toss in your recycling bin every day?

After the paper is collected curbside or at a transfer station, it is trucked to a recycling center or materials recovery facility (MRF), where contaminants such as plastic wrappings, paper clips, and staples are removed. Once the paper is cleaned up, it is baled and transported to a paper mill where the recycling process begins.

The makeover begins

The paper is de-inked, shredded, and mixed with water to make a pulp, which is then washed, refined, cleaned and turned into an oatmeal-like slush in a giant mixer. Color dyes, coatings, and other additives are mixed in, and the pulp slush is pumped onto a large moving screen. Computers and special sensors monitor each step of the papermaking process.

As the pulp travels down the screen, the water is drained away and later recycled. The resulting crude paper sheet, known as web, is pressed between massive rollers to extract most of the remaining water and ensure both a smooth surface and uniform thickness. The semi-dry web is then run through heated dryer rollers to remove the last traces of water.

The finished paper is then wound into large rolls. These can be up to 30 feet wide and weigh as much as 25 tons. A slitter cuts the paper into smaller, more manageable rolls, which are then sent to a converter for manufacturer into new products.

Paper Reincarnation

More than 80 percent of all paper mills in the United States today use recovered paper to make new products we use in our everyday lives. Recycling paper instead of throwing it away also reduces the flow of waste into landfills and incinerators. So, paper recycling is truly beneficial for both the environment and the economy.

Different types of paper can be recycled into new products. Used newspapers are typically made into new newsprint, egg cartons, or paperboard. Used corrugated boxes are recycled into new cardboard boxes or paperboard used in cereal, cracker and cookie-packaging. White office paper can be recycled into almost any new paper product, including tissue.

The Newark Group's Massachusetts paperboard plants, Haverhill Paperboard and Newark America Paperboard in Fitchburg, use nearly 300,000 tons per year of recycled paper and paper products to make paperboard for hardcover books, game boards, and packaging for a wide variety of consumer goods.

So, the next time you pick up a newspaper, remember that today's headlines probably share something in common with those you have read in the past: The paper they are printed on.

CONTACT:

HOW TO HELP MASS SAVE MILLIONS THIS YEAR

Paper is everywhere. It's in the bags that hold your latest shopping finds and the boxes from our online purchases. It's in the cards, letters, and magazines we receive every day, the cup that holds our coffee, the tissue to dry our eyes. Most likely, it's even in your hands as you read this article.

The United States, with less than five percent of the world's population, consumes 30 percent of all paper. The average U.S. office worker uses 10,000 sheets of copy paper each year. According to the American Forest and Paper Association, more than half of the 100 million plus tons of paper consumed every year in this country – or nearly 350 pounds for each man, woman and child – is now recovered for recycling.

In Massachusetts, an estimated 49 percent of used paper was recycled in 2005. Not bad, but there's still more to be done. Each year, Bay State residents and businesses still throw away 1.5 million tons of paper. If we recycle just *half* of the remaining paper out there, we could save nearly \$52 million dollars a year in disposal costs.

You might be wondering why, when we're already recycling half of the paper we no longer need, we should worry about recycling more. Consider these economic and environmental benefits.

- Recyclables are valuable to manufacturers. In 2005, more than 78 percent of the papermakers in this country used at least some recovered fiber to make their products. Recovered paper accounts for more than 37 percent of the raw material used to make new paper products.
- In Massachusetts, the forest products industry is a vital component of the state's economy, employing more than 25,000 workers and paying them more than \$1 billion in salaries and wages. Paper and wood products represent 5.5 percent of the state's total manufacturing work force.
- Recycling helps communities reduce spending on disposal and preserve existing landfill space. When we reduce our disposal, we'll reduce the need for new and expanded solid waste management facilities.
- Recycling paper products reduces energy consumption, decreases combustion and landfill emissions, and decreases the amount of carbon dioxide in the atmosphere. When we recycle paper products, trees that would otherwise be harvested are left standing – producing oxygen while absorbing carbon dioxide, a greenhouse gas.

Recycling paper is now easier than ever. Gone are the days of removing staples and sorting the different types of paper for recycling. Most local paper recycling programs now accept newspapers, unwanted mail, magazines, envelopes with windows, thin cardboard, office paper and phonebooks all mixed together.

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JANUARY PSA

Recycle your paper :30 second radio PSA

Originally recorded at WATD by members of the South Shore Recycling Cooperative (Steve Herrmann of Hanover and Claire Sullivan SSRC)

C: “The next time you get a log for the fire, grab a newspaper in your other hand. Consider the fuel, chemicals and water it takes to transform that log into the daily news, along with air and water pollution and destroyed habitat.

S: The average household discards half a ton of paper and cardboard each year. If you’re separating all your old mail, catalogs, newspapers, cartons and cereal boxes from the trash, you’re making the world a better place, and keeping your town’s trash fee down too. How much difference are you making?

C: Recycling 2 bags of paper a week keeps 8 trees in the forest, saves 100 gallons of fuel, and keeps 4 tons of carbon dioxide and other pollutants out of the air each year. And those trees you saved make 4 tons of oxygen for us to breathe.

S: Wasting all that good paper pollutes our air, costs money and fuels our need for more landfills.

C: The South Shore Recycling Cooperative asks you to put a bag next to your trash can for all your clean paper and cardboard. A little effort makes a big difference.

S: For more information, go to ssrc.info.”

Sources:

[Paper Industry Association Council](#)

[Waste Reduction Fast Facts-Paper](#)

JANUARY PSA

Recycle your paper – general :20 second radio PSA

Originally recorded at WATD by a member of the South Shore Recycling Cooperative (Steve Herrmann of Hanover)

“The next time you get a log for the fire, grab a newspaper in your other hand. To transform that log into the daily news is a nasty process that pollutes our air and water and destroys habitat.

The average household discards half a ton of paper and cardboard each year. If you’re separating your recyclable paper products from the trash, you’re making the world a better place, and keeping your town’s trash fee down too.

So the South Shore Recycling Cooperative asks you to please recycle all your clean paper and cardboard. A little effort makes a big difference.”

Sources:

[Paper Industry Association Council](#)

JANUARY PSA

Recycle your paper – facts :20 second radio PSA

Originally recorded at WATD by Claire Sullivan of the South Shore Recycling Cooperative

“When you bring in your Christmas catalogs from the mailbox today, consider the fuel, chemicals and water it takes to transform them from trees.

How much of a difference does it make to separate your paper from the trash?

Recycling 2 bags of paper a week keeps 8 trees in the forest, saves 100 gallons of fuel, and keeps 4 tons of carbon dioxide out of the air each year.

So the South Shore Recycling Cooperative asks you to put a bag next to your trash for all your clean paper and cardboard. A little effort makes a big difference.

For more information, go to ssrc.info.”

Sources:

[Paper Industry Association Council](http://www.paperindustry.org)

JANUARY PSA

Cost of wasted paper :20 second radio PSA

Originally recorded by a member of the South Shore Recycling Cooperative (Deb Sullivan of Marshfield)

“Take 6 trees, chopped and chipped, and enough fuel to run your house for 3 weeks. Boil in lye for a few hours, acid wash, bleach, and dry. What is it? Just enough paper to supply one American for a year.

It’s a lot easier to make paper from paper. Half of your newspaper is recycled, and no birds lost their homes for your cereal box. The South Shore Recycling Cooperative recommends that you choose recycled content office products, greeting cards and tissues too. The quality won’t disappoint you.

Close the loop, buy recycled.”

JANUARY PSA

Buy recycled paper

:30 second radio PSA

Originally recorded at WATD by members of the South Shore Recycling Cooperative (Deb Sullivan of Marshfield and Claire Sullivan, SSRC)

“Ever wonder how your paper is made? Between home, work and school, an average household consumes a ton of paper products each year! And believe it or not, most of it is still made from wood pulp soup. Here’s a standard recipe. Take 17 trees, chopped and chipped, and enough fuel to run your house for 2 months. Pressure cook in lye for a few hours, acid wash, bleach if needed, and dry.

But there’s an easier way. Making paper from the urban forest is much cleaner and gentler. Your newspaper has about half recycled content, and your own waste paper could be in your cereal box. Did you know that you can choose recycled content paper by just taking a minute to look for it? Recycled copy paper is now just as good as virgin. Use both sides to get the most out of it! Recycled paper towels, envelopes and greeting cards are out there too.

So save the forest, close the loop and buy recycled! A little effort makes a big difference.

Brought to you by the South Shore Recycling Cooperative.”

CONTACT:

STEEL THIS: AMERICA'S FAVORITE RECYCLABLE

Steel is a versatile material that most of us use in our everyday lives without giving it a second thought. A variety of products come in steel cans (what most of us think of as “tin cans”): coffee, fruits, vegetables, soups, sauces, juices, pet food, cleaning products, paints and others.

Cans are made primarily of steel with a thin coating of tin (weighing less than 1 percent of the can) to prevent rust and protect the flavor and quality of the food inside. Food has been packaged in tin-coated steel cans since the 1800s. Today, Americans use 100 million of them every day – enough to run a steel pipeline from the East Coast to the West Coast and back again.

In addition to their popularity and usefulness, steel cans are also recyclable. Steel is North America's most recycled material, more than aluminum, paper, glass, and plastic combined. In 2005, nearly two-thirds of all steel cans used in the United States were recycled.

Recycling a steel can couldn't be much easier than it already is. It's no longer necessary to remove the labels or crush the can. All you need to do is empty it, place the lid inside, and place it in your recycling bin. Some municipal recycling programs even accept empty steel aerosol and paint cans, which can easily be recycled as long as they are empty.

After they are collected from the curb in municipal recycling programs or drop-off locations, steel cans are trucked to material recovery facilities (MRFs) or processing plants. There, they are magnetically separated from other recyclables, crushed into large cubes called bales, and shipped to steel mills or foundries. There they are melted down and used in the manufacture of new steel products.

Recycled steel cans are made into new cars, girders for buildings, or new food cans. In the U.S., steel cans and other steel products contain at least 25 percent recycled steel, with some containing nearly 100 percent.

Using old steel to make new steel also saves landfill space, natural resources and energy. Recycling one ton of steel conserves 2,500 pounds of iron ore, 1,400 pounds of coal, and 120 pounds of limestone. Over the course of a year, steel recycling saves enough energy to power 18 million average homes for a full year.

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CONTACT:

Recycling Benefits the Everlasting Aluminum Can

Beverages packaged in aluminum cans are purchased by millions of consumers around the world each day. People pop the top, hear that familiar hiss and down their favorite drink.

Then what happens? Where do those cans go after they're tossed into the nearest recycling bin? It travels quite a bit before it's reincarnated as another can:

- First, two out of every three cans produced in the United States begin the recycling process either at local recycling centers, community drop-off sites, charity collection sites, reverse vending machines or curbside pick-up spots.
- Aluminum cans from these sources are then gathered at large, regional scrap processing companies. There, they are compressed into highly dense, 30-pound briquettes or 1,200-pound bales and shipped to aluminum companies for melting.
- At the aluminum companies, the condensed cans are shredded, crushed and stripped of their inside and outside dyes and decorations via a burning process. Then, the potato chip-sized pieces of aluminum are loaded into melting furnaces, where the recycled metal is blended with brand new aluminum.
- The molten aluminum is then poured into 25-foot long ingots weighing over 30,000 pounds. The ingots are fed into rolling mills that reduce the thickness of the metal from 20-plus inches into sheets that are about 1/100 of an inch thick.
- This metal is then coiled and shipped to can manufacturers, who produce can bodies and lids. The cans are then delivered to beverage companies for filling.
- The new cans, filled with your favorite beverages, are then returned to store shelves in as little as 60 days ... and the recycling process begins again!

Why should you recycle aluminum? Because it saves energy, helps the environment and our economy, and benefits your community. Consider these factors:

Helping the Economy: The aluminum can is the most valuable container to recycle and is the most recycled consumer product in the U.S. today. Aluminum has a high market value and continues to provide an economic incentive to recycle it. Locally, when aluminum cans are recycled curbside, they help pay for community services. Each year, the aluminum industry pays out more than \$800 million dollars for empty aluminum cans. That's a lot of money that can go to civic and charitable organizations, local schools and other good causes.

Saving Energy: For each pound of metal recycled, the aluminum industry saves the energy resources needed to generate about 7.5 kilowatt-hours of electricity. In 2005, 51.4 billion cans, or 1.5 billion pounds of aluminum was recycled. That's enough energy to meet the electric needs of a city the size of Pittsburgh, PA, for six years!

Helping the Environment: To produce aluminum cans, bauxite ore is extracted from the ground, transported and processed. This requires large amounts of energy – the equivalent of some 1,740 gallons of gasoline for every ton of aluminum. When gasoline or other fuels are burned, carbon dioxide, the most common greenhouse gas, and other emissions are released into the atmosphere. In contrast, making one ton of aluminum from *recycled* material uses the equivalent of 90 gallons of gasoline. That's an obvious win for the environment.

Benefiting Your Community: Aluminum can recycling enables charitable organizations and groups to earn funds for local projects. The money earned enhances programs and communities that improve the quality of people's lives. From a local can drive to raise money for school improvements, to a Boy or Girl Scout troop's "Cans Into Cash" competition to pay for camp, recycling is used all over the country to help others.

Another example of this is the "Cans for Habitat" program. Through a national partnership between the Aluminum Association and Habitat for Humanity International, aluminum cans are recycled via a network of drop-off locations to raise money for Habitat for Humanity to build affordable housing for low-income families.

Just by recycling a can once destined for the landfill or incinerator, we're keeping our local environment clean, providing a needed resource for aluminum recycling businesses, and helping provide funds for needed civic and charitable causes. It's a win-win for the individual, community, business, and the environment.

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Contact:

WANTED: YOUR EMPTIES

Although not as prevalent on grocery shelves as they used to be, glass bottles and jars still have a presence and need to be recycled when empty. Whether they once held beer, wine, spaghetti sauce, baby food or salsa, glass containers are easy to recycle because they can easily be recycled back to new glass.

Inexplicably, only about 22 percent of glass bottles and jars are recycled nationally. Massachusetts recycles 66 percent due in part to our deposit laws on beverage containers. But aside from getting your coin back for your bottles, why should you recycle glass bottles and containers?

Glass is forever. Glass can be recycled an infinite number of times. The same glass bottle or jar can be recycled over and over again into the same high quality glass every time.

Glass really is recycled. Glass bottles and jars go from recycling bin to store shelf in as few as 30 days. An estimated 80 percent of recovered glass containers are made into new glass bottles.

Glass is an integral part of any recycling program. Recycling diverts this valuable resource from land-filling and incineration. Consumers expect glass to be included in recycling programs.

Glass saves energy. By using recycled glass cullet, the glass container industry reduces the amount of energy it needs for its furnaces. Using recycled glass minimizes consumption of raw materials and lessens the industry's overall demand for energy. Plus it's cost efficient. The glass recycling process is a closed-loop system, creating no additional waste or by-products.

Glass recycling lessens greenhouse gas emissions. For container glass, a 10 percent increase in cullet reduces particulates by 8 percent, reduces nitrogen oxide by 4 percent, and reduces sulfur oxides by 10 percent. And, for every six tons of recycled container glass used, one ton of carbon dioxide, a greenhouse gas, is reduced.

Glass saves raw materials. For every ton of glass recycled, more than a ton of raw materials are saved, including 1,300 pounds of sand, 410 pounds of soda ash, 380 pounds of limestone, and 160 pounds of feldspar.

Save the landfill. Save the World. Recycling glass helps to preserve natural resources while lessening the load on landfills—and helping communities avoid expensive disposal costs.

While the majority of recycled glass is made into new glass bottles and jars, glass can also be remade into other products. The second largest market for recycled glass is fiberglass. Other markets include abrasives, “glasphalt”, glass beads for reflective paint and filler in storm drains. A small amount of glass is exported for recycling.

CONTACT:

Plastics, Plastic Everywhere

Have you ever noticed the triangular, chasing arrows symbol on the bottom of your yogurt container, salad dressing bottle, or milk jug? On the bottom of every plastic bottle, tub and container you'll find this recognized symbol of the recycling loop.

Despite limits on what you recycle now in your hometown program, nearly every plastic material is inherently recyclable. Once used, they can be reheated, reformed and used again. The question is, if they are recyclable, *where* can they be recycled?

Of the six plastics commonly used to make bottles and containers, there are widespread recycling opportunities for plastics coded 1 (PET) and 2 (HDPE). Together, these resins account for more than 94 percent of all plastic bottles made in the United States.

Beverage sales have experienced tremendous growth in the past 15 years. Despite the increase in population served by curbside recycling programs, recycling rates have plummeted. American consumers purchase over 500 million beverage bottles and cans on an average day – nearly 200 billion per year – but only one in three is recycled.

You want more discouraging news? The U.S. Environmental Protection Agency confirms that less than 6 percent of all plastics generated were recycled in 2005, and the material now accounts for about 16 percent of the trash sent to our landfills. Americans aren't recycling less plastic, but they're buying much more plastic, and less of it is going into recycling bins. Most of this increased consumption is non-carbonated beverages, mostly bottled water. In 1997, 3.3 billion bottles of water were sold. That number grew to over 26 *billion* in 2005, but only about 1 in 4 PET bottles (23.1%) were recycled.

The challenge of recycling plastic bottles today isn't a lack of available markets, but rather consumers' lack of interest in recycling those containers. Most states don't require a deposit for plastic bottles containing water, juice and other drinks. As a result, they're left behind, especially in public venues or workplaces that don't offer separated trash containers.

The easiest solution is to bring home the plastic and recycle it at home. On a larger scale, cities and towns need to implement "public space" recycling programs. Most people want to do the right thing and, given the opportunity, they would recycle their beverage bottles if there was a receptacle nearby. Boston implemented just such a program on the Boston Common and now collects enough bottles to fill a 700-gallon container each week. In just the first year of the program, the city has collected over 15 tons of material from the Common alone.

The potential for increased plastic container recycling is virtually limitless. What's needed is a commitment by each of us to make it happen.

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FEBRUARY-MARCH PSA

Recycling bottles and cans saves energy :30 second radio PSA

Originally recorded at WATD by Bob Griffin of Marshfield and Claire Sullivan, members of the South Shore Recycling Cooperative

B: Hey, what do you think you're doing?

C: Huh? I'm throwing out my empty water bottle. So what?

B: So what? Do you know what that thing's made of?

C: Plastic, duh

B: And what's plastic made from?

C: uh, I guess I don't know. I suppose you do?

B: Yup. Plastic's made from crude oil!

C: Really? Where'd you hear that?

B: It's on the South Shore Recycling Cooperative website, ssrc.info. It took over 2 ounces of oil to make that bottle! *

C: That's not much.

B: Well, not that much, but if you throw one out every day, it adds up. And it takes even more to make an aluminum can from ore, about half a can of fuel!**

C: Wow, that does add up. Let's see, 6 ounces a day, 365 days/year...

B: That's like 20 gallons a year! That makes a lot of greenhouse gases too.

C: So what am I supposed to do?

B: Well, if you and your friends recycled all your bottles and cans, it would save most of that energy.

C: So I'm supposed to walk over there and put them in the special bin?

B: Well, I wouldn't dare tell you what to do. But a little effort does make a big difference.

Sources:

* [Bottled Water:Pouring resources down the drain](#) (Earth Policy Institute)

* [American Beverage Ass'n](#)

* <http://www.wasteonline.org.uk/resources/InformationSheets/Plastics.htm>

* [American Plastics Council Plastics Resource](#)

* [NAPCOR Plastic Recycling fun facts](#)

** Can Manufacturers Institute 1993. The Great Aluminum Can Roundup
<http://www.cancentral.com/>

Is Our Garbage Trashing the Climate?

Some benefits of reducing waste and recycling are obvious. For example, less material sent to the landfill means less land sacrificed to bury our garbage. But cutting down on waste also reduces “greenhouse gases”—the stuff that warms our atmosphere, makes glaciers melt and contributes to extreme weather conditions.

How so? Take soda cans: to produce aluminum, bauxite ore has to be extracted from the Earth, transported and processed. This requires large amounts of energy—the equivalent of some 1,740 gallons of gasoline for every ton of aluminum. When gasoline or other fuels are burned, carbon dioxide—the most common greenhouse gas—is released into the atmosphere. In contrast, making one ton of aluminum from *recycled* material uses only the equivalent of about 90 gallons of gasoline. That’s an obvious score for the climate.

But wait - there are more reasons why keeping stuff out of the landfill is good for the climate. Landfills themselves actually *generate* greenhouse gases. Organic materials, such as paper and food scraps, cannot decompose the same way they would in a compost pile, because there is no air inside the landfill. Instead, they break down slowly emitting methane, a gas with 23 times the global warming potential of carbon dioxide. According to the Tellus Institute, almost 90% of Massachusetts garbage consist of mixed paper, cardboard, food waste, agricultural waste and other organic materials that could be composted or recycled.

Speaking of paper recycling, the more paper we all recycle and the more recycled paper products we purchase, the fewer trees need to be cut down. Instead, these trees could continue to do what all plants do: absorb carbon dioxide from the atmosphere and turn it into oxygen, a naturally “climate cooling” process. Of course, making new goods from recycled materials still requires some energy and creates some greenhouse gases. That’s why it is best for the climate (and our wallets too!) to consider a used product, or to find an alternative such as renting, before we buy new.

Being a good steward to the environment and practicing the 3R’s (reduce, reuse, recycle) has always been preferable to landfilling or incineration. But in light of the global threat of climate change, it is more important than ever that we use our resources wisely.

Alan Styles is Recycling Coordinator for the Salinas Valley Solid Waste Authority. His "Recycle News" column appears monthly in the Central Coast Living Section of The Salinas Californian. You can contact him at alanst@svswa.org.

¿Contribuye Nuestra Basura a Cambiar al Clima del Mundo?

Muchas de las ventajas de reducir los desperdicios son evidentes. Por ejemplo, menos basura enviada al vertedero significa que hay que sacrificar menos terrenos para enterrarla. Pero, reducir la cantidad de basura también reduce los gases de “efecto invernadero”: esos gases que calientan la atmósfera haciendo que se derrita el hielo de los glaciares y que cambie el clima de un modo extremo.

¿Cómo? Tome, por ejemplo, las latas de refrescos: para fabricar aluminio, hay que extraer de la Tierra, transportar y procesar un mineral llamado bauxita. Esto requiere una enorme cantidad de energía, unos 1740 galones de gasolina por cada tonelada de aluminio. Cuando usamos gasolina y otros combustibles, se libera a la atmósfera bióxido de carbono, el más común de los gases que forma esa capa invisible que forma el techo del “invernadero”. Por el contrario, para producir una tonelada de aluminio usando materiales *reciclados* se emplean no más de unos 90 galones de gasolina. ¡Un gol a favor del clima mundial!

Pero espere: hay más razones para mandar menos desperdicios al vertedero de basura y proteger el clima del mundo. Los vertederos, de por sí, *producen* y liberan gases “invernadero”. Los desperdicios orgánicos como el papel y las sobras de comida no pueden descomponerse de la misma forma que si usted hiciera abono orgánico en su jardín, porque no hay aire dentro de la montaña de basura. Estos se descomponen muy despacio, y emiten el gas metano, que es 23 veces más potente que el bióxido de carbono para calentar el clima.

Hablando de reciclar papel, cuanto más papel reciclemos y más papel reciclado compremos, menos son los árboles que se talarán para hacer papel. Los árboles que sigan creciendo harán lo que hacen todas las plantas: absorber el bióxido de carbono del aire y convertirlo en oxígeno, un proceso natural que “refresca” el clima. Claro está que fabricar cosas nuevas de materiales reciclados requiere algo de energía y crea cierta cantidad de gases “invernadero”. Es por eso que es mejor para el clima (y para nuestra bolsa) comprar productos usados, o considerar opciones como alquilar, antes de comprar algo nuevo.

Siempre ha sido preferible que cada persona sea un buen cuidador del medio ambiente en que respira. Todos tenemos que reducir, reutilizar y reciclar en lugar de tirar a la basura o incinerar cosas. Pero, en vista de que el planeta Tierra se ve amenazado por un cambio de clima, es más importante que nunca ser cuidadosos.

Alan Styles es el coordinador de reciclaje, con la agencia pública Salinas Valley Solid Waste Authority. Su columna “Nuestro Medio Ambiente” aparece cada mes en El Sol. Puede escribirle a alanst@svswa.org.

APRIL ARTICLE

CONTACT:

MAKE EVERY DAY EARTH DAY

April 22 marks the 37th anniversary of Earth Day, a day to celebrate the beauty of nature, and to renew or review our personal commitment to leaving the Earth livable for the next generation.

What is Earth Day really and how did it get started? Earth Day was founded on April 22, 1970 by Senator Gaylord Nelson of Wisconsin. In 1963, after years of concern that the state of the environment was essentially a non-issue in the politics of the country at the time, Senator Nelson took a national conservation tour with President Kennedy. This was during the height of the Vietnam war, and "sit-ins", "teach-ins" and protests against the war were drawing attention across the country, and Senator Gaylord had the idea to stage a similar nationwide grassroots protest against the degradation of the environment. In the fall of 1969, he announced the demonstration would be the following spring and invited everyone to participate.

After a lengthy article in the *New York Times* detailing the rising number of environmental events that were already planned for "Earth Day," the grassroots movement really caught fire and on April 22, 1970, more than 20 million demonstrators participated across the country in hopes of bringing environmental awareness to the limelight and once and for all, make the planet a priority.

This year, in honor of Earth Day **[your community here]** will be celebrating/hosting **[activities, etc. here]**

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CONTACT:

WHAT IS THE LINK BETWEEN RECYCLING AND CLIMATE CHANGE?

Rising levels of gases in the Earth's atmosphere have the potential to cause changes in our climate. Some of these emission increases can be traced directly to solid waste. The manufacture, distribution, and use of products – as well as management of the resulting waste -- all result in emissions of greenhouse gases that affect the Earth's climate. Preventing waste and improving recycling are real ways to help address climate change.

Responsible waste reduction practices help us reduce greenhouse gases. So how does recycling that chocolate milk carton affect emissions? You may be surprised.

Energy consumption matters.

Recycling saves energy. Manufacturing goods from recycled materials typically requires less energy than producing goods from virgin materials. Waste prevention is even more effective. When people reuse things or when products are made with less material, less energy is needed to extract, transport, and process raw materials and to manufacture products. The payoff? When energy demand decreases, fewer fossil fuels are burned and less carbon dioxide is emitted to the atmosphere.

Putting incinerators and landfill on diets.

Recycling and waste prevention allow some materials to be diverted from incinerators and landfills, and thus reduce greenhouse gas emissions from the combustion of waste and decomposition.

Get those trees to work.

Trees absorb carbon dioxide from the atmosphere and store it in wood in a process called "carbon sequestration." Waste prevention and recycling of paper products allow more trees to remain standing in the forest, where they can continue to remove carbon dioxide from the atmosphere.

What Can I Do?

Every little bit helps! For example, by recycling all of its office paper waste for one year, an office building of 7,000 workers could reduce greenhouse gas emissions by 570 metric tons of carbon equivalent (MTCE), when compared to land filling. This is the equivalent to taking about 370 cars off the road that year. If an average family of four were to recycle all of its mixed plastic waste, nearly 340 pounds of carbon equivalent emissions could be reduced each year.

Practice the 3Rs of Reduce, Reuse, Recycle. Do your part to reduce waste by choosing reusable products instead of disposables. Buying products with minimal packaging (including the economy size when that makes sense for you) will help to reduce waste. And whenever you can, recycle [paper](#), [plastic](#), newspaper, glass and aluminum cans. If there isn't a [recycling program](#) at your workplace, school, or in your community, start one. By recycling half of your household waste, you can save 2,400 pounds of carbon dioxide annually.

Paper? Plastic? Nope – Reusable! Using your own cloth or nylon bag instead of plastic or paper bags reduces waste and requires no additional energy.

Garbage in, Garbage Out. Reduce household waste by purchasing products that have minimal packaging and reduce your trash by about ten percent. This one tip will help have 1,000 pounds of carbon dioxide per year.

Use Recycled Paper. Stock up on 100% post-consumer recycled paper for your home printer. Doing so will save five pounds of carbon dioxide per ream of paper.

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APRIL PRESS RELEASE

Press Release: Earth Day

For Immediate Release

Date: _____

Contact: _____

Phone: _____

EARTHDAY: Recycling Conserves Natural Resource and Energy?

The Massachusetts Department of Environmental Protection (MassDEP) congratulates the State's residents for treating every day as Earth Day. The first Earth Day was held in 1970 celebrating the birth of the modern environmental movement. Earth Day, April 22nd, is quickly approaching and MassDEP is eager to recognize the holiday to highlight the benefits of recycling and how individual efforts can make a real difference. By now many of Massachusetts's residents know that recycling helps reduce dependence on the State's limited landfill space and contributes significantly to the State's economic well being. But what many Bay Staters may not know is that recycling also saves energy. With rising energy costs conservation is on everybody's mind and what better way to help but by participating in your local recycling program. Here are some cool facts about how recycling helps conserve energy:

- Recycling one aluminum can saves enough energy to run your television for three hours
- Glass recycling saves 25-30% of the energy used to make glass from raw materials.
- Each year in Massachusetts, energy savings from recycling equate to 66 million gallons of gasoline or a years worth of gas for 70,000 automobiles

Over the years the State has increased its recycling rates from 10% in early 90s to 35% today, but we can still do more. The MassDEP estimates that there is still over a million tons of recyclables being thrown out by residents each year. Simply by putting paper, bottles and cans in the recycling bin, Bay State residents can make a valuable contribution to energy conservation and improving our quality of life. As Earth Day rolls around, MassDEP hopes recycling rates in the state will continue to grow, demonstrating a new commitment to our environment and economy. For more information on how to participate in your community-recycling program, and to learn more about what can be recycled, visit MassDEP's Web Site at <http://www.mass.gov/dep/recycle/> or www.earth911.org.

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APRIL PRESS RELEASE

Press Release: Earth Day Event

FOR IMMEDIATE RELEASE

Contact: _____

Date: _____

Phone: _____

(MUNICIPALITY NAME) _____ WILL CELEBRATE EARTH DAY (DATE)

Earth day is April 22nd. (MUNICIPALITY NAME) _____ will celebrate Earth Day on (DATE) _____. Earth Day marks the anniversary of the birth of the modern environmental movement. The first Earth Day was held in 1970.

(MUNICIPALITY NAME) _____ urges residents to do their part to help celebrate the great strides that we have made in environmental protection in the last 30 years. One simple way to help the environment is to simply follow the 3 R's - Reduce, Reuse, Recycle.

Reduce – Reduce the amount of waste that you generate. The average Massachusetts resident generates 4 pounds of trash daily. Purchase items with less packaging. Purchase items in bulk. Simple actions count such as using both sides of a sheet of paper or using the backside of an envelope for taking notes.

Reuse – Reuse of products prolongs their useful life and delays their final disposal or recycling. Purchase items that can be reused and not just thrown away. Use items such as lunchboxes, cloth shopping bags, travel coffee mugs and be sure to donate unwanted items to charities or other reuse organizations.

Recycle - Participate in your local recycling program. Recycling saves natural resources and reduces our dependence on foreign oil. Close the recycling loop and purchase products made of recycled content or that can be recycled.

(MUNICIPALITY NAME) -----will be (Place Information on event, display or other activity within community). For more information on how to participate in your community recycling program and to learn more about what can be recycled, please call:

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CONTACT:

BEWARE OF HAZARDS HIDING IN YOUR HOME

The miracles of modern convenience often come with a harmful side effect: toxicity. Chemicals that kill crabgrass, remove rust, dissolve paint – even electronic devices and some building materials – can make us sick if we toss them out carelessly.

The Massachusetts Department of Environmental Protection (MassDEP) has some tips to prevent us from poisoning our planet with these toxic materials.

Be careful what you buy. Choose the least toxic product to get the job done. Simple soapy water cleans most surfaces. Latex paint is easier to work with and dispose of than oil-based paint. If you buy too much, you can just dry it up and put it in the trash. Oil-based paints and thinners are flammable, the fumes can make you sick, and they need to be taken to your town's paint shed or household hazardous product (HHP) collection for proper disposal. Also, electronic thermostats are a safer and more versatile choice than non-electronic models, which contain mercury and should be disposed of separately.

Don't go for the bulk bargain. Proper disposal of excess hazardous products can cost more than what you paid for them, and improper dumping can harm people, wildlife and the environment.

Weigh the choices. Some products may have other virtues that outweigh their toxicity. Fluorescent lights contain small amounts of mercury, but save large amounts of energy. So buy them, then recycle them at your town's recycling center or HHP collection, along with your outdated thermostats and thermometers. Rechargeable batteries contain cadmium, another toxic heavy metal. But they, too, save energy and can be safely recycled. Their alkaline counterparts are not toxic, but they only deliver two percent of the energy required to make them, and they weigh down your trash.

Throwing it away doesn't mean it goes away. What you put in your trash or down your drain can end up in the air you breathe, the water you drink, or on a sanitation worker's face. Solvents, pesticides, pool chemicals, automotive fluids, caustic cleaners, and toxic metals like mercury and cadmium are just some of the hazards that may be hiding in your house. Most towns provide safe ways to dispose of them, and some will even trade you a digital thermometer for your mercury model through a program run by American Ref-Fuel.

Massachusetts cities and towns coordinate collection events open to area residents each year. If you're not sure what to do with your household hazardous products, check with your Board of Health or go to www.earth911.org.

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MAY PRESS RELEASE

Press Release: Tips on How to Safely Use and Dispose of Hazardous Household Products

FOR IMMEDIATE RELEASE

Date: _____

Contact: _____

Phone: _____

(MUNICIPAL RECYCLING DEPARTMENT NAME HERE) Offers Tips on How to Safely Use and Dispose of Hazardous Household Products

A wide variety of hazardous chemicals found in your kitchen, bathroom, closets and other places around your home – cleaning fluids, disinfectants, furniture polish, paints, pesticides and even some beauty supplies – contain potentially harmful chemicals. The **(MUNICIPAL RECYCLING DEPARTMENT NAME HERE)** is urging you and other local residents to handle them with care and recycle them responsibly.

“We sometimes don’t give them much thought, but many of the chemicals we use every day are corrosive, flammable or toxic and need to be handled with extra caution,” said **(MUNICIPAL RECYCLING OFFICIAL NAME AND TITLE HERE)**. “A little effort can make a big difference in protecting our loved ones from harm.”

A recent National Poison Control Center survey found that of nearly one million reported exposures to hazardous household products, more than half involved children under the age of six. Household chemicals were also the cause of more than 95 percent of reported poisoning deaths that were not attributable to pharmaceuticals.

“We are all responsible for making sure that our children, as well as our pets, are not exposed to avoidable risks,” said **(MUNICIPAL RECYCLING OFFICIAL LAST NAME HERE)**, who offered the following helpful tips on how to use, store and dispose of hazardous household products:

- Check labels for signal words that indicate the degree of potential dangers and health effects. “Caution” and “warning” mean the product can cause skin irritation or vomiting. “Danger” refers to a more severe health threat such as skin burns and ulcers; and “poison” means the item is highly toxic and can be fatal if ingested. Read the product labels before you buy them and ask retailers if safer alternatives are available.
- Be sure to use products as directed. Never mix chemicals and avoid breathing their vapors or mists. If you come in contact with a chemical or spill it on clothing, look on the product label for instructions on how to treat a person and/or wash affected areas after improper exposure.
- If you have no use for leftover paints, look for opportunities to share them with friends, neighbors, shelters or other organizations instead of throwing them away.
- Store hazardous chemicals in a locked cabinet and always keep them in their original containers. Never leave hazardous products out in the open or unattended, and always keep items out of reach of children. Poisonings usually occur while the product is in use.
- Never throw hazardous household products in the trash. Chemicals that wind up in landfills and incinerators can contaminate groundwater and pollute the air. **(MUNICIPALITY**

HERE) collects hazardous household products for recycling on a **(FREQUENCY OR MODE HERE)** basis. **(ADDITIONAL COLLECTION DETAILS HERE)**

To learn more about hazardous household products and how to safely manage and recycle them in **(MUNICIPALITY HERE)**, call **(LOCAL PHONE)** or visit www.earth911.org

MAY PRESS RELEASE

Press Release: Municipality Makes Paint Recycling Convenient

FOR IMMEDIATE RELEASE

Date: _____

Contact: _____

Phone: _____

(MUNICIPALITY NAME HERE) MAKES PAINT RECYCLING CONVENIENT, OFFERS FREE SURPLUS PAINT TO RESIDENTS

A fresh coat of paint can breathe new life into tired walls. But all too often, the partially used cans of paint, stains, varnishes and thinners left over from home decorating projects wind up in basements, garages and attics. The clutter they create can pose dangers, particularly to children and pets. How to get rid of all those containers?

That depends. Latex paint is not considered hazardous so it's okay to pop the can open, let the paint dry out and then place it in the trash. But oil-based paints, stains, varnishes and thinners generally have flammable, reactive or toxic ingredients, so they need to be treated differently and handled more carefully.

Fortunately for residents of **(MUNICIPALITY NAME HERE)**, their community is one of more than 100 in Massachusetts now operating surplus paint collection programs. A drop-off center is conveniently located at **(FACILITY NAME AND ADDRESS HERE)** and operates **(DAYS AND TIMES HERE)**.

"We want to make it as convenient as possible for residents to recycle paints, stains and thinners they no longer need," said **(MUNICIPAL RECYCLING OFFICIAL NAME AND TITLE HERE)**. "And since many cans of paint brought to our collection center are full or nearly full and can still be used, we invite residents to take what they need for free."

Paints and stains considered reusable are displayed at the collection center and may be taken at no cost by residents, **(MUNICIPAL RECYCLING OFFICIALS LAST NAME HERE)** said.

Items accepted at the **(MUNICIPALITY NAME HERE)** collection center include **(LIST APPROPRIATE ITEMS FROM THE FOLLOWING: latex paint, oil-based paints, stains, varnish, thinners)**. Other items should be put aside until **(MUNICIPALITY NAME HERE)**'s next hazardous household products collection day, which will be held on **(DATE, TIMES AND LOCATION HERE)**.

To learn more about the collection center – including instructions on how to prepare and label paints, stains and thinners for recycling – contact **(MUNICIPAL RECYCLING CONTACT INFORMATION HERE)** or visit www.earth911.org

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MAY PSA

Avoid hazardous products :30 second Radio PSA Script

Recorded at WATD by members of the South Shore Recycling Cooperative (Steve Herrmann of Hanover and Claire Sullivan SSRC)

S: Hey hon, paint thinner was on sale, I got 5 gallons for only \$15!

C: But didn't you only need a quart?

S: Well, yeah, but it was so cheap I bought oil paint instead of latex for the playroom too.

C: Ugh, that stuff gives me a headache! And what'll we do with all the leftovers?

S: No problem, the South Shore Recycling Cooperative's always advertising hazardous waste days

C: Do you know what it costs to go to those?

S: You mean we have to pay?

C: Well, our taxes do, it's over \$40 for each 15 gallons

S: Maybe it wasn't such a bargain...

C: Please get latex paint next time, dear!

CONTACT:

LAZY LAWN CARE TIP PRODUCES BEAUTIFUL RESULTS

Did you know that a 1/2 acre of lawn in Massachusetts produces more than three tons or nearly 260 bags of grass clippings each year? Think of all the time, money and effort it would take to bag all those clippings. Why go through all that hassle when it's completely not necessary? You can have a healthy green lawn by leaving grass clippings where they fall. Grass clippings left on your lawn will decompose quickly and act as a natural organic fertilizer. This allows you to reduce the amount of additional commercial fertilizer you need to buy and apply. Your lawn will still be healthy and green because each time you mow, you will be returning valuable nutrients to the soil.

Less is More

Letting grass clippings drop back on the lawn means the lawn will require less fertilizer, less water, less work, and best of all, less waste. Recycling clippings back into the lawn requires minimal effort. Here's a strong example of where being lazy is a benefit. You can reduce your mowing time by nearly 40 percent by not bagging, and you'll spend less money on fertilizer and trash bags. No one has to handle the clippings -- not you, not your lawn care professional and not the waste management crew. And by not bagging grass, you'll be doing your part for the environment by reducing waste. In fact, grass clippings are banned from disposal in Massachusetts. If you follow these "Don't Trash Grass" mowing, fertilizing and watering guidelines, not only will you have a healthy lawn, but you'll never have to bag grass clippings again.

Mowing techniques and tips

- Any mower can recycle grass clippings. Simply remove the grass catcher. Ask your lawn mower dealer if a special safety plug or adapter kit is needed to convert your mower into a "recycling" mower. You can also have a mulching blade installed. A garbage bag of clippings contains up to 1/3 pound of usable organic nitrogen and other nutrients.
- Keep your grass mowed to 2 to 3 inches tall.
- Do not remove more than 1/3 of the grass blade in any single mowing. For example, if your lawn is kept at 2 inches tall, it should not be allowed to grow higher than 3 inches before it is mowed again.
- If the grass gets too tall between mowing, add the clippings to your compost pile or use them as mulch.
- Mow when the grass is dry.
- When it's time to replace your mower, consider buying a mulching, recycling, or a non-polluting reel mower.

Watering your lawn

- Conserve resources by not watering unless the grass really needs it. Let Mother Nature water your lawn.
- Water deeply and less frequently to encourage deep root growth. Light, frequent watering encourages shallow roots and may lead to increased disease and stress injury.
- The best time to water is in the morning because less water is lost through evaporation and transpiration.

Lastly, think about alternative landscapes to grass. Consider planting ground covers such as English ivy, pachysandra, and periwinkle; increasing shrub beds; or growing a wildflower meadow as alternatives to turf-grass. They look beautiful, don't need mowing and will help reduce lawn maintenance and yard waste!

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CONTACT:

COMPOST HAPPENS

You are a faithful recycler and wonder what more you can do to reduce your contributions to the local landfill or incinerator. If you have a yard, you should practice composting – a simple, easy solution to let Mother Nature do the work for you.

Earth has its own natural recycling system to break down organic material into rich dirt called “compost.” It’s valuable to anyone with flower gardens, shrubs, lawns, houseplants, and planter boxes because you don’t have to buy potting soil, fertilizers, mulch and other expensive soils and enrichers. Compost added to the soil results in healthier plant growth, because it improves soil structure, adds nutrients, helps retain moisture and provides a good environment for earthworms and other beneficial soil organisms. As an added benefit, it’s chemical free and therefore much safer for your home.

In addition to improving soil, composting provides homeowners with a way to help solve Massachusetts' growing solid waste problem. Organic materials such as leaves, grass clippings, brush, fruit and vegetable peelings, and wood comprise almost 50 percent of our household waste output. Recognition of overfilling landfills has led Massachusetts to ban the disposal of leaves and yard waste. By composting this material at home, you help to divert organics from landfills and incinerators and at the same time save on disposal costs and produce a valuable material for your own use.

Getting Started

To compost your yard and kitchen waste all you need is a small bin constructed of wood or you could purchase a plastic compost bin. Check to see if your community has a composting bin distribution program, or order from a garden catalogue, nursery or hardware store. The benefits of an enclosed bin include protecting the pile from pests, holding heat and moisture in, which speeds decomposition, and improving its neat appearance. In urban areas, rodent-resistant compost bins with secure covers and floor and openings no wider than one-half inch must be used.

A home in your yard

The composting bin should be placed in a convenient location in your yard, which has exposure to the sun for at least part of the day. A shovel or rake for turning and spreading the compost is the only other tool needed to start composting. An especially nice thing about composting is that anybody can do it. It's very simple, and can be adapted to almost any situation or lifestyle.

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CONTACT:

DON'T WAIT FOR THE BIG CRISIS TO ADOPT WATER CONSERVATION

With increasing demands on limited water supplies, the need to conserve water has become a major issue for many communities in Massachusetts. Water sources can become stressed due to irrigation, lawn watering and other uses. Nationally, lawn care accounts for a whopping 32 percent of outdoor water use.

Reducing the amount of water used for lawn and landscape maintenance is essential to protecting water supplies for current and future uses and for protecting natural resources. Using water more efficiently will help prevent waste, reduce the effects of drought, and help minimize run-off and leaching. While locations have different considerations, such as soil type, grass species, weather, and sun exposure, these general practices will help conserve Bay State water supplies:

Reduce lawn size. By reducing the size of your lawn, you can substantially reduce the amount of water used for landscape maintenance. Replace the lawn area with native species of trees, shrubs and groundcover. Consider alternatives to grass especially where you have steep slopes and shady areas.

Use drought resistant grass species. Mixtures of grass species are used to get the most effective and long-lasting seasonal coverage. Fine fescues have low water needs and high drought tolerance. Some cultivars of endophytic seeds tend to have a high tolerance for drought and nutrient deficiencies. Generally an insect resistant mixture of grasses that includes a high percentage of fine fescues will ensure a drought resistant lawn. Native plant species that have adapted to the environmental conditions of New England are particularly useful.

Water only when necessary. In most years, Massachusetts has enough rainfall to naturally supply the water needs of most mature lawns without the need for watering. Two simple ways to tell if your lawn needs water are color and flexibility. If you walk on your lawn and leave a footprint or the color of your lawn turns blue/green the grass is not receiving enough water. Mature lawns that go brown in the summer are in a natural period of dormancy. They will green-up when wetter, cooler weather returns.

Water in the evening or early morning. If your lawn does not have a fungi problem, it is best to water between 4:00 and 8:00 p.m., or early in the morning just prior to or after sunrise. Watering early in the morning will allow your grass to dry quickly and lose less water from evaporation. This will reduce susceptibility to disease by limiting moist conditions, which encourage spore germination and the spread of fungal infection.

Water slowly and deeply. Watering slowly and deeply will allow the water to be absorbed. You should water four to six inches deep, which means about one inch of water on the surface. If using a sprinkler system, place a rain gauge or shallow cans on either side of the sprinkler and measure the water that it collects. This approach will help you to determine the amount of water you are using.

Collect rainwater for landscaping needs. Use cisterns or rain barrels to capture rainwater from downspouts to use for newly planted vegetation. Use a lid, mesh fabric or add several drops of baby oil to prevent mosquitoes from breeding.

Water sloped areas carefully. When watering on sloped areas, do not apply water faster than it is being absorbed. Water regularly until you begin to see run off. Stop the watering until it is absorbed into the ground and then continue until you have watered four to six inches deep. Make sure that the irrigation system has a rain shutoff device. Locate irrigation heads at least eight inches from paved

areas and watch where water is going – you don't want to water the sidewalk, street, or your neighbor's yard.

Check your equipment. Fix leaky hoses or faucets, and install a shut-off device on hoses to prevent water loss from unattended hoses. Hoses without a nozzle can spout 10 gallons or more per minute. Don't leave faucets or hoses on when they are not in use. And abide by your town's water bans – they're put in place for a reason.

Use mulch. Organic mulch lowers the temperature of the soil, which in turns reduces water evaporation. But be careful not to apply too much, as the soil requires some heat. Plastic films serve the same purpose and prevent unwanted weeds around plants.

Adopting a few of this best practices will save you money, improve your lawn and protect Massachusetts land from damage and pollution. All good reasons to try a few today.

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JUNE PRESS RELEASE

Press Release – Don't Trash Grass
For Immediate Release
Date: _____

Contact: _____
Phone: _____

DON'T TRASH GRASS **Use it!**

Did you know that a ½ acre lawn in New England produces more than 3 tons or nearly 260 bags of grass clippings each year? According to the Massachusetts Department of Environmental Protection (MassDEP) Waste & Recycling website, that is just the reason you might want to leave those clippings sitting right on your lawn. Let them work for you. Because clippings are organic, they will decompose on the lawn and add the benefit of a natural organic fertilizer and reduce the amount of commercial fertilizer that you need to use. And don't worry about clippings causing thatch. Turf experts nationwide agree clippings do not produce thatch, because they are 80% water and decompose quickly. The accumulation of dead roots and stems most often caused by over-watering or over-fertilizing can cause thatch build up. A thatch layer of more than ½ inch should be removed for a healthy lawn.

Ideas for how to keep your lawn healthy and green, how and when to apply fertilizer, as well as mowing tips and techniques can be found on the MassDEP website www.mass.gov/dep/recycle/.

The [City/Town of _____] accepts grass and leaves from residents for composting at the [City/Town's Transfer Station/Recycling Center information, hours and address or Drop-off information here]. Remember to compost and recycle. A little effort...a BIG difference. Visit www.earth911.org for more information about composting in your community.

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JUNE PRESS RELEASE

Press Release – Compost – Another Kind of Black Gold For Immediate Release

Date: _____

Contact: _____

Phone: _____

Compost – Another Kind of Black Gold

Massachusetts wants to help you keep your yard and our cities and towns green. It's easy! Did you know that about a fifth of your typical household's "trash" is yard waste? Throw in kitchen scraps and paper towels and you've got nearly half of your family's discards, which you could be using to make your yard, garden and houseplants greener, and your neighbors green with envy!

Not only that, but those fallen leaves and grass clippings, which we tend to think of as "waste," are also banned from disposal with the trash by a Massachusetts Department of Environmental Protection regulation. That's because it is better for our health and environment to recycle them by composting than to send them to a landfill or incinerator. It is also illegal to dump yard waste into wetlands, streams or ponds. And don't even think about burning leaves; clean air standards have prohibited that for years.

Most towns in our area provide a convenient way to recycle yard waste by offering curbside collection, a drop-off location or low-cost compost bins for do-it-yourselfers. Some towns even give the finished compost to residents for their gardens!

But the easiest way to recycle leaves is to shred them with a lawnmower, leaf vacuum, or chipper and use this high quality mulch around shrubs, trees and flowerbeds. Leaves are also known as the "backbone" of a compost pile. You can lighten your trash and make it sweeter smelling by adding all your fruit and vegetable scraps, coffee grounds, tea bags, and even paper towels to those leaves. (Leave out the meat and dairy products!) It's easy to make compost because earthworms and other soil organisms that turn organic material into humus do most of the work. To make it even easier, many Massachusetts cities and towns offer low cost, rodent-resistant compost bins. Or you can build your own bin. Enclosed compost piles keep out pests, hold heat and moisture in, and look tidy. They can be made of wood, concrete blocks, metal or plastic. Put it in a convenient location within reach of your hose.

Each time you add kitchen scraps, bury them under the leaves. Keep the pile damp – if it dries out, decomposition will stop. Add a few shovelfuls of soil occasionally to increase your "unseen workforce" of decomposers.

Your leaves and leftovers will become usable compost in about 6 months! Compost is like a life insurance policy for plants. Put a handful in each transplant hole, spread it around existing plants, or broadcast it over your lawn as an organic fertilizer. Known as "black gold" to gardeners, it provides nutrients, holds in moisture, and helps plants resist disease. By using compost you'll save money and the planet because you won't need pesticides or chemical fertilizers!

For more information, go to www.mass.gov/dep or www.Earth911.org. Compost-a little effort makes a big difference.

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JUNE PSA

Another Kind of Black Gold :30 second Radio PSA

Originally recorded at WATD by a member of the South Shore Recycling Cooperative (Michelle Roberts, Abington)

“The South Shore Recycling Cooperative wants to teach you an amazing trick! To turn nearly half of your trash into greener, healthier plants, you can put your leaves, grass clippings and many kitchen scraps in a backyard pile to make compost.

The Mass. Dept. of Environmental Protection bans leaves and grass clippings from the trash because they’re too good to trash! So most towns in our area provide special curbside collections or a drop off compost site for residents’ yard waste.

But if you have a little space in your yard, it’s just as easy to pile it up, wet it down and compost it yourself! And if you throw in your plant- derived kitchen scraps like apple cores, coffee grounds, and past their prime potatoes, you’ll get even richer fertilizer. Cover them with leaves, or used paper towels. With some water and an occasional stir, in about 6 months magic soil critters will transform your leaves and leftovers into black gold that your plants will love. They’ll grow stronger and healthier, without poison pesticides or chemical fertilizers.

Several towns in our area offer low cost compost bins, or you can build your own. For more information, go to ssrc.info [OR INSERT TOWN INFO].”

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CONTACT:

RID YOUR HOME OF E-WASTE EASILY

E-Waste stands for electronic waste, and it's the unwanted, obsolete, or unusable electronic products such as televisions, computers (including monitors and accessories), audio/stereo equipment, VCR and DVD players, video cameras, telephones, cell phones and other wireless devices as well as fax and copy machines and video game consoles.

While various reports estimate that electronic waste comprises less than 4 percent of the total solid waste stream in the United States, the volume of electronic waste is burgeoning. Each year, up to 50 million metric tons of e-waste are generated worldwide due to the consumer demand for the latest and fastest technology.

In New England, both Massachusetts and Maine have passed laws regulating e-waste management. In 2003, more than 330 New England municipalities had e-cycling programs - approximately 90 percent of these are located in Massachusetts.

E-waste can be managed in various ways, depending upon its continued usability, availability of reprocessing facilities, where it is generated, and other factors. Here are some options:

Reuse. Preventing waste in the first place is the preferred management option. Consider repairing or upgrading your used electronic equipment so you can continue to use it. In some cases, adding memory to a computer or upgrading software can improve the unit's performance and extend its usefulness. Instead of purchasing a new digital television, consider purchasing a converter box to receive and reformat DTV signals.

Donate. As the amount of electronic waste has increased, many charitable organizations have become overwhelmed with electronic waste and either no longer accept it or must bear the cost of disposal, further straining their limited budgets. Some charities, schools, materials exchanges, and other organizations may still be interested, however. Call first to check the organization's minimum requirements and to verify that the unit will be accepted.

Recycle. In response to consumer concerns, several electronics manufacturing companies have implemented take-back programs. Some programs allow the purchaser to pay a fee at the time of sale to cover shipping to a reprocessing facility when the unit becomes unwanted or obsolete. Others allow owners to ship e-waste to their facilities for a nominal fee or will provide owners with a rebate when the unit is shipped to a participating recycling center. Some waste management companies also offer similar management options to households and businesses.

Units are usually dismantled for recycling. The silver, gold, lead and other heavy metals as well as some of the plastics and glass are recycled. Leftover components are disposed as required by applicable laws and regulations.

JULY ARTICLE

CONTACT:

FUNERAL INSTRUCTIONS FOR DEAD BATTERIES

Laptops, toys, cell phones, calculators – these are just some of the mobile products that need batteries to function. The U.S. Environmental Protection Agency estimates that more than 350 million batteries are purchased annually in the United States.

Batteries are a unique product comprised of heavy metals and other elements. Some of these toxic heavy metals include nickel cadmium, alkaline, mercury, nickel metal hydride and lead acid. It is these elements that threaten our environment if not properly discarded.

Not all batteries are the same, and there are different ways to ensure each type is properly discarded or recycled. The batteries that consumers use most include household alkaline batteries, nickel-cadmium (NiCd) batteries, nickel metal hydride (NiMH), rechargeable batteries, button cell, automotive and non-automotive lead-based batteries.

That's a lot of batteries – how do you know what type you're using? The following information might help:

Household/Alkaline batteries are common, single use batteries – AA, AAA, C and D. These batteries have little to no mercury in them, and recycling programs generally no longer accept them. When disposing of household alkaline batteries, it is best to check with your local and state recycling or household hazardous waste coordinators concerning the specifics of your program. **Nickel-Cadmium (NiCd)** are rechargeable batteries, considered to be hazardous waste, and **MUST** be recycled.

Nickel Metal Hydride (NiMH) or Lithium-Ion are commonly used in laptops. They are considered non-hazardous waste but contain elements that can be recycled.

Button Cell batteries are commonly used in hearing aids, calculators and watches. These batteries contain silver, mercury and other elements that are hazardous to the environment and should be recycled.

Automotive & Sealed Lead-Based batteries contain hazardous materials and elements that can be reused and should be recycled as well.

Batteries are a necessary aspect of modern life in America. When discarding them, please use care and dispose them properly.

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CONTACT:

GIVE NEW LIFE TO YOUR OLD GADGETS

Did you get a fun, new electronic gadget for the holidays? If it replaced an old one, did you know you can recycle the old one instead of just throwing it away?

Electronic devices account for up to 5 percent of landfill space, but they contribute 70 percent of the heavy metals found in landfills, including 40 percent of the lead. Metals from electronic gadgets can accidentally leach from landfills and contaminate surrounding soil and nearby water sources. Many computer plastics and circuit boards contain brominated flame-retardants, which are suspected of bio-accumulating in animals and fish – and causing health problems for people who eat those animals and fish.

It's estimated that there are 500 million obsolete computers in the United States, and 130 million cell phones are discarded annually. In 2005 alone, 5.2 billion pounds of electronics waste were generated, but less than 13 percent was recycled.

The materials in electronics equipment are valuable and can be reused in new electronics or other products. Most components can be recycled at locations around Massachusetts.

You can also check with the manufacturer of the device to see if it has a recycling program. iPods, for instance, can be recycled anywhere they are sold, and Apple will give a 10 percent discount on a new iPod bought the same day. Apple, Dell, IBM, Hewlett-Packard and other manufacturers accept computers, monitors, and their components for recycling.

Finally, instead of recycling your used electronic equipment, consider donating it to someone who could use it. Many non-profit organizations and schools accept donated computers, printers, or other electronic equipment.

If you are a games enthusiast, many stores that sell games will accept used ones for resale. Or, swap them with a friend who has grown tired of his games.

So enjoy your new toys, but do something good with the old ones!

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Computer Monitor & TV Recycling Options

In April 2000, the Commonwealth of Massachusetts adopted a first-in-the-nation approach to reuse and recycle discarded computer monitors and televisions. Cathode ray tubes (CRTs), the leaded glass picture tubes found in computer monitors and televisions, are now banned from disposal in Massachusetts landfills and waste combustors due to their high lead content.

Why are CRTs banned from Massachusetts landfills and waste combustors?

With digital televisions and faster, better computers flooding the market, millions of older televisions and computer monitors are destined for the trash. The National Recycling Coalition predicts that as many as 500 million computers will become obsolete by 2007. In Massachusetts alone, 25,000 tons of computers are being disposed, recycled, or placed in storage per year. These outdated electronics will further strain already limited landfill space.

In addition, CRT monitors and TVs contain an average of 4 pounds of lead each. Excessive lead and other toxins pose a problem in landfills because they can leach into groundwater or, in the case of a lined landfill, force expensive leachate treatment. In combustors, the lead winds up in the ash residue, which is in turn disposed of in landfills. In addition, the plastic material used to house electronic components often contains brominated flame-retardants. If improperly handled, these toxins could be released into the environment.

What do I do with my old computer monitor or television?

Prior to banning CRTs from solid waste facilities, the Massachusetts Department of Environmental Protection (MassDEP) assisted in developing programs and infrastructure to ensure that residents and businesses can recycle computers and televisions. Your options include the following:

- Ask if your municipality has a program for recycling computers and televisions. Most towns and cities in Massachusetts do and many of these programs were established with MassDEP grants.
- Check local TV repair shops, electronics retailer or electronics recycling companies to see if they accept computers, televisions, and other electronics for recycling from residents and small businesses.
- Consider [donating](#) your computer.

Although the disposal ban applies only to television sets and computer monitors, remember that most locations will allow you to recycle or donate your entire computer including the monitor, computer, keyboard and mouse.

What happens to my old computer or television?

Often, your computer will be reused by a charity or school. Or, it may be taken apart and recycled. The different parts of the computer or television are used in many different ways:

- The glass CRT is either returned to a manufacturer and made into a new CRT, or sent to a smelter where the lead is recovered and recycled.
- The plastic housing is ground to smaller pieces and recycled for use in various items such as retaining blocks and pothole mix.
- Circuit boards, chips, and other parts can be reused to repair or upgrade older electronics or recycled for their scrap value.
- Metal components will be separated and sold for their scrap value

Recycle. A little effort makes a Big difference. For more information about electronics recycling in your community, visit www.earth911.org

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JULY PRESS RELEASE

Press Release – How to Reduce Electronics Waste For Immediate Release

Date: _____

Contact: _____

Phone: _____

e-Cycling - How to Reduce Electronics Waste

You can reduce the environmental impact of electronics at the end of their useful life through reuse and donation, recycling, and buying greener electronic products.

Reusing and Donating Electronics

Preventing waste in the first place is usually preferable to any waste management option...including recycling. Donating used (but still operating) electronics for reuse extends the lives of valuable products and keeps them out of the waste stream for a longer period of time. Reuse, in addition to being an environmentally preferable alternative, also benefits society. By donating your used electronics, you allow schools, nonprofit organizations, and lower-income families to obtain equipment that they otherwise could not afford.

Before donating your computer or other electronics, make sure the equipment is reusable. Donation organizations have limited or in many case no resources or employees to diagnose and repair hardware. A functional, working system - especially with monitor, wiring, and software licenses—is a lot more useful and requires less upgrading than a nonworking, incomplete computer. The most appropriate donation organization for computers can vary from area to area. In some cases, the most viable donation organization might be a charity, but in other areas, the appropriate donation organization might be the local school district or materials exchange

Recycling Electronics

If donation for reuse or repair is not a viable option, households and businesses can send their used electronics for recycling. Recyclers recover more than 100 million pounds of materials from electronics each year. Recycling electronics helps reduce pollution that would be generated while manufacturing a new product and the need to extract valuable and limited virgin resources. It also reduces the energy used in new product manufacturing.

Many municipalities offer computer and electronics collections as part of household hazardous waste collections, special events, or other arrangements. In addition, public and private organizations have emerged that accept computers and other electronics for recycling. Depending on where you live and the amount of equipment you have, the best recycling option might be a county recycling drop-off center, TV repair shop, charitable organization, electronics recycling company, or even your local electronics retailer, which might collect used products and send them to a recycler.

Buying Green.

Environmentally responsible electronics use involves not only proper end-of-life disposition of obsolete equipment, but also purchasing new equipment that has been designed with environmentally preferable attributes. Think about this when purchasing new equipment, and ask your retailer or electronics supplier about environmentally preferable electronics. Households, companies, and governmental organizations can encourage electronics manufacturers to design greener electronics by purchasing computers and other electronics with environmentally preferable attributes and by requesting take-back options at the time of purchase. Look for electronics that:

- Contain fewer toxic constituents.
- Use recycled materials in the new product.
- Are energy efficient
- Are designed for easy upgrading or disassembly.
- Use minimal packaging.
- Offer leasing or take-back options.

e-Cycle. A little makes a big difference.

To learn more about electronics reuse and recycling in Massachusetts go to www.mass.gov/dep/ or www.earth911.org

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CONTACT:

IMPROVE YOUR RECYCLING PRACTICES

Today, 2 out of 4 households recycle on a regular basis in Massachusetts. On average, each resident recycles 2.6 pounds per day – but also discards 4.9 pounds per day, clearly demonstrating that more can be done.

The following responses to frequently asked questions provide helpful information for anyone interested in improving their recycling track record.

What's in it for me?

Waste reduction practices will save you money. When you use an item to its fullest (or avoid having to use it in the first place) you save the cost of buying/using the item and the potential recycling and disposal costs. It also means municipalities pay less for waste management (lower taxes), and businesses operate more efficiently. Need another reason? Reducing waste saves natural resources and reduces harmful emissions that contribute to global warming and climate change.

How can I do it?

The ways to reduce household waste are limited only by our awareness and creativity. Two popular practices include backyard composting and reducing unwanted mail. Reducing waste is perhaps best accomplished by practicing smart shopping. Look to buy more durable, less toxic products with limited packaging. And buy only what you need and use what you buy.

Another way to reduce waste is to use common services. For example, use the library for books and borrow tools instead of buying them. Other tips include using old towels, rags and sponges instead of paper towels and cloth napkins rather than paper ones. Purchase canvas grocery bags and rechargeable batteries. Make a difference in your community by learning how to be a better environmental citizen.

Why reuse?

Many commonly discarded items – from single-sided paper to clothing to cell phones – are readily reusable. Instead of tossing an item in the trash can or recycling bin, consider ways it might still be usable to you or others, or whether it can be repaired if needed. Give your discards a chance at a second life by holding a yard sale or donating items to charities.

But I already recycle. Isn't that enough?

Perhaps. But recycling practices have changed and you may need a refresher on the types of products that can be recycled. Did you know that nearly all kinds of paper can be recycled? The old limits on windows, glue, staples, glossy paper and so forth are nonexistent. If you can rip it, you can recycle it. This includes mail, newspapers, magazines, catalogs, thin cardboard packaging, hangtags, brochures, homework papers, files, calendars, phone books, paperback books and shredded paper.

Plastic bottles and jugs only need to be rinsed before recycling. Generally, empty containers that once held food, beverages or cleaning products can be recycled. Ditto for glass and metal food containers. If you are unsure, call [INSERT TOWN INFO].

Recycling is a no-brainer. Keep recycling containers or baskets in strategic locations throughout the home along with ordinary waste baskets. It's easier to toss recyclables in a separate container than it is to rummage through the trash later to separate everything.

AUGUST ARTICLE

CONTACT:

BACK TO RECYCLING BASICS

Back to school time for many people means back to school shopping. Use the opportunity as a teaching moment for your kids about how to choose products that minimize our impact on the Earth and ensure that their generation will continue to enjoy a clean environment.

When buying paper products, such as notebooks and looseleaf, look for post consumer waste content (PCW) and process chlorine free (PCF) labels.

Many pencils and pens have PCW content or are wood certified by the Forest Stewardship Council (FSC). Some pens are made from cornstarch and are 100 percent biodegradable. For teens, invest in an expensive pen that uses cartridges instead of disposable pens.

For plastic products, such as backpacks, rulers or binders, look for “No PVC” labels to ensure the product does not contain vinyl, which is produced with and contains toxins that accumulate in the environment and living organisms.

Many scissors and rulers are made from recycled steel, metal, or plastic, and are often less expensive than the traditional ones.

Lunch boxes for kids and parents are a good purchase. Skip the disposable paper and buy a reusable tote. Also, pack sandwiches and snacks in reusable plastic containers instead of wasting plastic baggies, plastic wrap, or aluminum foil. Re-using containers cuts down on trash that goes to landfills and helps reduce the energy and raw materials used in making disposable bags and wraps.

Teaching children to make wise shopping choices reaps the reward of a healthy environment and an environmentally aware child.

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CONTACT:

THE ABCs of RECYCLING AT SCHOOL

There are lots of ways that we can reduce waste and improve recycling at school. By thinking ahead and being creative, you can earn high marks for environmental consciousness and save money at the same time.

Pack a “no-waste lunch”

A no-waste lunch is a meal that does not end up in the trash. Buy food items in bulk then put them in reusable containers to carry to school. Use a reusable lunch box or bag and fill it with your lunch in reusable containers. .

Take only the food you’ll eat

More than 20 percent of the food we buy – 48 million tons annually in the U.S. alone – is thrown away. One way to figure out how much food you waste is to measure and track all the food you throw away from your lunch in a week’s time. By taking only what you can eat or sharing your extras with a friend, you are taking steps to waste less and save money.

Carry reusables

When you go to the store for school supplies, look for durable, long-lasting items and reuse them. Refillable pens and pencils, a durable backpack and a lunchbox are all good examples of products that can be used over and over again.

Use less paper

Even though we recycle much of the paper we use, it is still a significant part of what we throw in the trash. Think of all the paper you've thrown away that only had writing on one side. That paper could have been used a second time, potentially cutting in half your paper use. Also, buy paper and notebooks that contain previously recycled paper.

Reduce mail

Another large source of waste paper is unsolicited mail. Ask your teachers and school administrators (and your parents!) to tear off the mailing labels and send them back to the company with a note asking to be taken off their mailing list.

Organize a sale

Rummage sales and yard sales are great ways to pass along items that you no longer want to someone who might need them. Instead of throwing your unwanted items away, put them to good use by planning a class or school-wide rummage sale with your teacher. Collect and sell used items such as clothes, toys and sporting goods. Then donate the proceeds to a charity or back into a school fund.

School supplies

The end of summer usually entails a “back to school” shopping trip. Why not try to make the school supplies you buy this year environmentally friendly? Look for recycled content in the items you buy.

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biodegradable. For teens, invest in an expensive pen that uses cartridges instead of disposable pens.

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Many scissors and rulers are made from recycled steel, metal, or plastic, and are often less expensive than the traditional ones.

Adopt a few of these practices and you’ll be at the head of your class!

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CONTACT:

**PAPER TIPS WORTHY FOR HARD-CORE AND BUDDING ENVIRONMENTALISTS
ALIKE**

Most households across the Commonwealth have a recycling bin handy to help us recycle our paper, cans, bottles and other items. Of those materials, paper is by far the largest contributor to the waste stream. Despite consumers' heightened awareness of the benefits of recycling in recent years, Massachusetts residents and businesses still throw away a whopping 1.5 million tons of paper annually.

Clearly, we can all do more to increase recycling in our homes. But what about where we work? If we're serious about reducing the volume of paper we use and increasing the amount to be recycled, businesses large and small must play an integral role.

Work that Paper

In addition to recycling, the best way the business community can help conserve resources, prevent pollution and save money is to reduce the amount of office waste they produce in the first place, particularly paper. Doing so reduces the amount of material that needs to be collected, transported and deposited into landfills or incinerated.

America's appetite for copy paper is voracious – nearly 3.7 million tons of copy paper are used annually in the United States alone. That's over 700 billion sheets, an average of 10,000 sheets for each office worker!

One way to sharply reduce paper use is to practice double-sided copying, called duplexing. Also, mailing fewer sheets to customers and vendors results in reduced postage costs. For example, a single-sided 10-page letter costs 63 cents to send by U.S. first class. That same letter, copied onto both sides of the paper, uses only five sheets and requires just 39 cents in postage. In addition, using less paper will free up the space needed to store reams of paper for more productive use.

Additional tips for reducing paper use include:

- Reusing paper that's already printed on one side for internal documents like drafts and short-lived items such as meeting agendas or temporary signs.
- Make better use of E-mail to share documents and ideas, and print only the e-mails you need. Instead of printing a Web page, bookmark it or save the page on your hard drive and pull it up when needed.
- Desktop fax, electronic references (CD-ROM databases), electronic data storage, electronic purchasing and direct deposit are all ways to use electronic media to reduce office paper waste.
- Practice efficient copying – use the size reduction feature offered on many copiers. Two pages of a book or periodical can often be copied onto one standard sheet.
- Use two-way or send-and-return envelopes. Your outgoing envelope gets reused for its return trip. Also, use reusable inter- and intra-office envelopes.

Reducing paper volume is important, but so is using paper that is environmentally friendly.

No bleach. Purchase paper with pulp that is brightened without the use of chlorine. Chlorine bleaching creates a toxic, bio-accumulative waste by-product called dioxin. By demanding

alternatives to chlorine-bleached papers, you help create new markets and encourage paper mills to move away from polluting production practices. Better yet, use paper labeled “totally chlorine-free” (TCF) or “processed chlorine-free” (PCF). Both terms mean that the mill did not use chlorine compounds to brighten the paper. Talk to your paper vendor or printer about the price and availability of TCF and PCF papers.

Alternative inks. Request inks with non-petroleum bases, such as soybeans or linseed. Also, ask for inks that emit low amounts of volatile organic compounds (VOCs). Non-petroleum-based inks are usually lower in VOCs.

Recycled content. Purchase and specify post-consumer recycled content papers. This helps expand the recycling market and divert waste from landfills and incinerators – and reduces the number trees used to make paper.

By practicing common sense and, above all, making a commitment to reducing office waste paper, businesses will improve both the environment and their bottom line.

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AUGUST PSA

Recycle everywhere: at home, at school and at work **:30 second Radio PSA**

Originally recorded at WATD 1/20/06 by members of the South Shore Recycling Cooperative (Anthony Rose of Weymouth and Courtney McCarthy of Abington)

Anthony: Hey, how was your trip to the Alps?

Courtney: It was awesome! We were way up in this little town by the Materhorn. You know, even though they're in the middle of nowhere, they had recycling bins, even on the slopes! The airport at Zurich had them too. I was so surprised, I took pictures!

A: I think it's surprising that more places around here don't recycle. I'm so used to sorting my trash at home, I feel funny putting paper and cans with the trash at my busboy job, or hanging out at the mall. My cousin told me that his school doesn't even recycle!

C: My Mom set up paper collection at her office last month, and she's really psyched. She got bins to go next to their wastebaskets, and found a company that put a paper container by their dumpster. [The South Shore Recycling Cooperative] helped her, at [ssrc.info.] She said there's hardly any trash now, so they're getting a smaller dumpster! She's hoping for a bonus, since it will save her company money too.

A: Next time I'm at work, I'll suggest it to my boss. Maybe I'll get a raise!

C: We should tell the mall manager too, maybe we'll get a discount.

A: Yeah, right! We'd probably have to settle for the satisfaction of making a difference.

CONTACT:

IS ZERO WASTE POSSIBLE?

The phenomenon is spreading around the world. Australia, Ireland, England, India, Korea, Germany, Namibia, Brazil - to name just a few - have embraced it, as have cities and towns across California and Vermont. Even some businesses, Wal-Mart included, have programs in place. It's Zero Waste and it's popularity is extending to the Bay State.

Zero waste is a new way of managing our waste. Instead of seeing used materials as trash in need of disposal, discards are seen as valuable resources. A pile of trash represents jobs, financial opportunity, and raw materials for new products. It's the idea that we can design, produce, consume and recycle products without throwing anything away. It's the notion that industry should mimic nature in that nothing is truly "wasted."

Zero waste isn't a new idea, but it is viewed by some as a radical one.

Companies like Patagonia have been practicing the zero-waste concept for years. In 2005, the company launched the "Common Threads Garment Recycling Program," through which customers can return worn-out garments from several product lines – Capilene® Performance Baselayers, Patagonia fleece, Polartec® fleece from other manufacturers, Patagonia organic cotton T-shirts, and others – to Patagonia for recycling.

Wal-Mart established a long-term goal of zero waste as part of its program to grow greener. They hope to reduce solid waste from its U.S. stores by 25 percent in the next two years. According to CEO Lee Scott, the reasoning is simple: "If we had to throw it away, we had to buy it first. So we pay twice, once to get it, once to take it away." To Wal-Mart, less waste means lower costs.

Getting to zero waste will take time. Most businesses, including landfill operators and packaging manufacturers, prefer the status quo.

Massachusetts has some of the highest disposal costs in the country. This leaves the doors of opportunity wide open for communities to embrace the concept of zero waste and to potentially save millions of dollars in averted disposal costs. The Commonwealth spends an estimated \$52 million a year – paid for by your taxes – to dispose of paper that could have otherwise been recycled and not wasted. That alone is reason to consider the zero-waste option.

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CONTACT:

ACHIEVING ZERO WASTE AT HOME

One of the major sources of household waste is packaging. Groceries, toys, electronics, clothes – most things we buy are packaged in one form or another, and this packaging generally is just thrown into the trash. One of the best ways you can make a big difference in the volume of waste you and your family produce is to shop smart. Try to buy items with minimal packaging and you will reduce waste and help protect the environment.

Buy More with Less

The majority of items you purchase in a grocery store come pre-packaged. Choosing items that have minimal amount of packaging immediately reduced the amount of waste you will bring home. For instance, some beverages come in plastic bottles that are housed in a cardboard six-pack holder and then shrink-wrapped with unrecyclable plastic film. Choosing the same beverage in powder form that you mix with water and then recycle the powder container is smarter and cheaper.

Bulk Up

Buy products in a large size instead of smaller servings. This will reduce the number of times you have to replace the item and minimizes the amount of packaging that must be disposed.

BYOB

According to the U.S. Environmental Protection Agency, over 380 billion plastic bags, sacks and wraps are consumed in the U.S. each year. Unfortunately, most of these bags simply end up as waste. People may use them to line their trash cans, but then they're disposed of in landfills. Worse still, many plastic bags are let loose into the environment as litter. Plastic bags take up to 1,000 years to break down, and they can have disastrous effects on the environment, particularly on wildlife. Thousands of turtles, birds and other marine animals are killed each year after mistaking the millions of bags in the world's oceans for squid and jellyfish and eating them. Instead, bring your own bags and reuse them every time you shop. You can also use smaller reusable produce bags for loose vegetables and fruit.

Support Corporate Stars

When choosing products, look for the environmentally friendly options. Many corporations understand why consumers want product that support good recycling practices. For example, toilet paper made from recycled paper and packaged in recycled paper is far more environmentally friendly than toilet paper made from brand new paper and wrapped in plastic. Reward the company that offers the former and buy that product.

Buy Items To Last

Purchasing poor quality or cheaply-made items usually results in premature malfunction or breakdown. With the cost of repairing these items often being greater than the cost of replacing them, people are more inclined to choose the latter option. This results in a great deal of waste, particularly electronic or E-waste. By buying good quality products that are less likely to break down you will not only create less waste, but also save money by not having to pay for repairs or replacements.

Voice Your Opinion

Actions by consumers can result in changes by manufacturers. If you believe that products you've purchased are over-packaged or result in environmental damage during manufacturing,

packaging, sale or use, email or call the manufacturer to express your concerns. The more people that respond in this way the more likely it is that changes will be made.

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SEPTEMBER PRESS RELEASE

SAMPLE PRESS RELEASE FOR REUSE EVENT

Press Release: Zero Waste
For Immediate Release
Date: _____

Contact: _____
Phone: _____

Recycling poster and essay contest sponsored in [INSERT TOWN NAME]

The “three R’s” to some people are “Reading, ’riting, and ’rithmetic” but in the recycling world they are “Reduce, Reuse and Recycle.” This spring, the recycling program from [INSERT TOWN NAME] is working to focus attention on “Reuse.”

[INSERT TOWN NAME] is running a poster and essay contest on the subject of reuse and recycling. The Town is also planning [INSERT NUMBER OF EVENTS] reusable items collection days in [INSERT MONTH]. Details for entering the poster and essay contest are available on the [TOWN’S] recycling website [OR INSERT WHEREVER MORE INFO IS AVAILABLE].

The deadline for submitting posters and essays is [INSERT DATE]. Prizes will be awarded to winners in each age group and winning essays and posters will be featured on cable TV and the town website. There will be winners in five age groups: Grades K-1, Grades 2-3, Grades 4-5, Grades 6-8, and Grades 9-12.

- Essays topic: If you could be on TV for three minutes and say something about reuse, recycling and environmental protection to the leaders and citizens of the United States, what would you say?
- Posters topic: Draw a poster that encourages people to reuse, recycle and give away, instead of throwing away reusable or recyclable materials.

Watch for details on the upcoming “Zero Waste Days” in [INSERT MONTH]. Residents will have the chance to give away [INSERT ITEMS THAT WILL BE COLLECTED – EXAMPLES INCLUDE: *small household items, clothing, bikes, books, CDs, DVDs, and linens/bedding.*]

These items will be collected by local charities and distributed to families in need and organizations serving the needy.

The contests are sponsored by [INSERT SPONSOR IF APPLICABLE]

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SEPTEMBER PRESS RELEASE

SAMPLE PRESS ADVISORY

FOR IMMEDIATE RELEASE

DATE: _____

RE: ZERO WASTE EVENT

CONTACT: _____

EARTH DAY EVENT ENCOURAGES DONATION OF UNWANTED ITEMS AND FREE PAPER SHREDDING

Spring is a time for spring-cleaning and a time for clearing out unwanted or obsolete items. On [INSERT DATE], all are invited to [INSERT EVENT NAME] event to celebrate Earth Day and to support local and regional charitable organizations! In addition, a mobile paper shredder will be on site to securely shred and recycle confidential documents.

The [TOWN NAME] has organized this event to provide residents with an opportunity to donate reusable items in good condition to local organizations that have programs to support people in need or that benefit the environment. The event will take place on [INSERT DATE] in the [INSERT LOCATION AND TIME].

Residents can bring [INSERT ITEMS TO BE COLLECTED – EXAMPLES INCLUDE: clothing, athletic shoes, children’s clothes and toys, books, computers and electronics in good working condition, small household furnishings, linens, sheets, towels, blankets, eyeglasses, bicycles, furniture in good condition, sporting equipment, and good building materials, ETC.]

All items will go to local charitable organizations including [INSERT CHARITIES]. The event is open to all residents but the charities reserve the right to reject donations that don’t meet their needs.

IF APPLICABLE: In addition, there will be FREE PAPER SHREDDING at the event, and no appointment is necessary! Take this opportunity to clean out those old files and have them destroyed in a safe, secure, and environmentally friendly way. You will be able to witness your documents being securely shred at the site while you attend. All paper at the event will be recycled. Also, a **new paper shredder will be raffled off at the event-** all who come are eligible to win!

This event is the first of its kind for [INSERT TOWN NAME]. Please take this opportunity to clean up the clutter in your home and yard and donate the usable items at this event. And to save some trees on Earth Day, bring your confidential papers for on site shredding and recycling - a little effort makes a big difference!

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OCTOBER ARTICLE

RECYCLING NOT SUCH A NEW IDEA Saving Resources is an American Tradition

To some of us baby boomers, who lived through the 50s and 60s, recycling may seem like a new concept. After all, curbside recycling only came on the scene here in the Massachusetts in the mid-80's. But those whose memories stretch farther back will remember World War II, when saving materials for recycling was a patriotic act! Back in the early to mid-40s, Americans saved everything from aluminum foil to rubber tires--all in the name of the war effort.

Metals collected by every day folk were sent to smelting plants and then to the shipyards to build the fleets that would ultimately win the War against the Axis. It was a way the average American could feel she was doing her small part to help bring the boys home and end the conflict abroad.

According to the National World War II Museum in New Orleans:

“To meet America's metal needs, scrap was salvaged from basements, backyards, and attics. Old cars, bed frames, radiators, pots, and pipes were just some of the items gathered at metal ‘scrap drives’ around the nation. Americans also collected rubber, tin, nylon, and paper at salvage drives.”

During one five-month-long paper drive in Chicago, school children collected 36 million pounds of old paper, or about 65 pounds per child. Some say recycling paper didn't really help the war effort and that these sorts of material drives were really just a morale-boosting campaign. There can be no doubt, however, that scrap steel drives were key in winning the War. According to Cecil Adams, writer for the Chicago Reader, one nationwide campaign during the War netted five million tons of steel in just three weeks!

Rubber was in extremely short supply during the Second World War—especially after Japan invaded Southeast Asia, one of the U.S.'s chief sources of the raw material. To address the shortage, the federal War Production Board (WPB) launched a “Keep America Rolling” campaign encouraging citizens to turn in old tires for recycling. The government also asked Americans to save rubber by inflating their tires properly. Campaign posters bore slogans like “Save Rubber—Check Your Tires Now!”

World War II era campaign slogans illustrate the “3Rs” well even today:

Reduce—“Do With Less, So They'll Have More” and “Food is a Weapon. Don't Waste It!”

Reuse—“Use it up, wear it out, make it do, or do without” □

Recycle—“Salvage for Victory” and even “Save Waste Fat for Explosives”

Again at war and our oil supply looking ever-more precarious, conserving precious resources is once more patriotic. What's recycling got to do with oil? A lot! It takes millions of barrels of oil to mine raw materials, transport them, manufacture finished goods, package them, transport them and finally sell them to us, the consumers. We save fossil fuels when we reduce or reuse rather than buying new. While recycling collection and processing requires fuel, the amount is still less than what it would take to make aluminum cans, glass bottles and cardboard boxes from virgin materials. In the case of plastics—which are made from petroleum—the case for recycling is even stronger.

So next time you recycle, give yourself a pat on the back. Not only are you helping the environment, but you're making America a stronger country besides!

Alan Styles is the Resource Recovery Coordinator for the Salinas Valley Solid Waste Authority. His "Recycle News" column appears monthly in the Central Coast Living Section of The Salinas Californian. You can contact him at alanst@svswa.org

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OCTOBER ARTICLE

RECICLAR NO ES UNA IDEA MUY NUEVA No desperdiciar recursos es una tradición en este país

Para algunos de nosotros que nacimos después de la Segunda Guerra Mundial, el reciclaje podría parecernos un concepto nuevo. Al fin y al cabo, el servicio de recolección de materiales reciclables casa por casa aquí en Massachusetts comenzó recién en 1989. Pero las personas cuyas memorias se remontan a años anteriores se acuerdan que durante esa guerra, conservar ciertos materiales para reciclarlos era un deber patriótico. Desde el principio hasta mediados de la década del 40 los norteamericanos guardaban todo, desde papel plateado hasta la goma de los neumáticos, en un esfuerzo conjunto por ganar la guerra.

La gente común y corriente recolectaba metales y los enviaba a las plantas donde los fundían y los mandaban a los astilleros para construir las flotas de barcos que, a la larga, vencieron a las fuerzas del Eje. Era una forma de que el norteamericano promedio se sintiera que estaba aportando su granito de arena, para que nuestros soldados volvieran a sus casas y terminara el conflicto bélico en ultramar.

Según se relata en el Museo Nacional de La Segunda Guerra Mundial en Nueva Orleans:

“Para satisfacer la necesidad de metales, se rescataba chatarra de sótanos, áticos y el fondo del jardín. Autos viejos, cabezales de cama, radiadores, cacerolas y caños eran apenas algunas de las cosas que se reunían en estas barridas de chatarra en toda la nación. También se recolectaba goma, lata, nilón y papel en estas barridas.”

Durante una campaña de cinco meses para recolectar papel en Chicago, niños de escuela reunieron 36 millones de libras de papel usado, o sea unas 65 libras por estudiante. Hay quienes dicen que reciclar papel no contribuyó al esfuerzo por ganar la guerra, y que estos tipos de campaña tenían la intención de subirle la moral a la gente. No cabe duda, sin embargo, que las campañas para recolectar sobras de acero desempeñaron un papel clave en el triunfo. Según el periodista Cecil Adams del Chicago Reader, una campaña nacional durante la Guerra recopiló cinco millones de toneladas de acero, ¡en tan solo tres semanas!

Durante la Segunda Guerra Mundial el caucho se volvió muy escaso, en particular cuando Japón invadió el sureste asiático, una de las principales fuentes de materia prima para goma de los EE.UU. Para enfrentar la escasez, la Junta Federal de Producción Bélica (*War Production Board*, o WPB) lanzó la campaña “Mantengamos al país sobre ruedas” (*Keep America Rolling*) para animar a la ciudadanía a donar neumáticos viejos para reciclar. La cartelería de la campaña instaba a la gente a mantener las gomas de los autos bien infladas para reducir el desgaste. Los lemas de las campañas de la Segunda Guerra Mundial ilustran muy bien, aún hoy, con las tres erres, la síntesis del tema:

Reduzca: “Arréglese con menos para que los soldados tengan más” y “La comida es un arma. ¡No la desperdicie!”

Reutilice: “Úselo hasta acabarlo, desgástelo, hágalo durar, o arréglese sin eso.”

Recicle—“Réscatelo para la victoria” e incluso “Guarde la manteca usada para fabricar explosivos.”

Una vez más nos encontramos en guerra y nuestros suministros de petróleo se ven cada vez más precarios, por lo cual economizar recursos vuelve a ser una obligación patriótica. ¿Pero, qué tiene que ver el reciclaje con el petróleo? ¡Muchísimo! En el proceso de extraer materia prima, transportarla, fabricar productos de consumo, empaquetarlos, distribuirlos por el país y finalmente vendérselos al consumidor –usted– se utilizan millones de barriles de petróleo. Economizamos combustible fósil cuando reducimos el consumo, o reutilizamos, en lugar de comprar cosas nuevas. Si bien la recolección de desperdicios y el reciclaje consumen combustible, la cantidad sigue siendo menor que la que se emplea fabricando latas, botellas, cajas de cartón, etc., con materia prima virgen. En el caso de los materiales plásticos –derivados de petróleo– el argumento es doblemente contundente.

De modo que la próxima vez que recicle algo, puede darse una palmadita en la espalda. No sólo estará protegiendo el medio ambiente, sino que estará contribuyendo a que el país sea más fuerte.

Alan Styles es el coordinador de recuperación de recursos, con la agencia pública Salinas Valley Solid Waste Authority. Su columna “Nuestro Medio Ambiente” aparece cada mes en El Sol. Puede escribirle a alanst@svswa.org

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CONTACT:

RECYCLING BOOSTS BAY STATE ECONOMY

The more Massachusetts recycles, the more our economy grows. Bay Staters literally throw away millions of dollars worth of recyclable materials each year. And we spend additional hundreds of millions each year in disposal costs.

The Massachusetts paper industry is an example of how recycling benefits our state's economy. Recycling businesses and organizations employ 19,500 people and have an estimated annual payroll of \$557 million. Recycling employs as many people in Massachusetts as child care services, the accounting and bookkeeping sector, or the electric utility industry.

Each year The Newark Group's Massachusetts paperboard plants (Haverhill Paperboard and Newark America Paperboard in Fitchburg) recycle 220,000 tons of loose mixed residential paper. This includes newspaper, magazines, phone books, paper bags, mail and office paper. Another 80,000 tons of cardboard is recycled annually.

The recycled material is used to make hardcover books, game boards, and packaging for a wide variety of consumer goods. Because Massachusetts residents and businesses throw away 1.5 million tons of paper and cardboard each year that could be recycled, the Newark Group and other Massachusetts paper manufacturers buy significant amounts of recyclable paper from other states. If we recycle more here at home, those additional dollars will stay in Massachusetts.

So the next time you go to throw away a plastic bottle, cup, container, or newspaper, think how much better our economy and environment would be if you recycled it instead. Keeping millions of tons of recyclables out of landfills and supplying Bay State businesses with raw materials for their products will help both Massachusetts environment and economy.

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OCTOBER PRESS RELEASE

**Press Release: Recycling Boosts the Economy
FOR IMMEDIATE RELEASE**

Date: _____

Contact: _____

Phone: _____

RECYCLING BOOSTS ECONOMY, SAVES ENERGY IN (MUNICIPALITY NAME HERE)

As residents of (MUNICIPALITY NAME HERE) recycle and compost an increasing proportion of the material they used to throw away, the environmental, economic and social benefits of their actions can be seen taking shape both in the community and across the state.

Recycling creates jobs – more than 19,000 in Massachusetts so far – and pumps some \$600 million into the state’s economy every year. Recycling conserves natural resources, prevents pollution and saves energy.

“There’s no question that when it comes to recycling, a little effort makes a big difference,” said (MUNICIPAL RECYCLING OFFICIAL NAME AND TITLE HERE). “Recycling one glass bottle saves enough electricity to light a 100-watt bulb for up to four hours. The energy saved from recycling one aluminum can power your television through an entire Red Sox or Patriots game.”

Energy savings from recycling results in the reduction in climate changing greenhouse gas emissions from power plants, (MUNICIPAL RECYCLING OFFICIAL LAST NAME HERE) said.

Annually Massachusetts recycles more than 750,000 tons of scrap metal, which reduces the need to mine 945,000 tons of iron ore, 530,000 tons of coal and 45,000 tons of limestone. Recycling also reduces the need for disposal facilities so local lands may be used in more environmentally preferable ways.

Residents of (MUNICIPALITY NAME HERE) can maximize these and other benefits simply by encouraging friends and family to recycle and compost as much as they can.

(MUNICIPALITY NAME HERE) is committed to recycling. Call (LOCAL PHONE) or visit (LOCAL WEB SITE OR www.earth911.org) to learn more. (MUNICIPALITY MAY ADD OTHER SPECIFIC LOCAL INFORMATION HERE.)

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OCTOBER PSA

The Cost of Trash **:30 second Radio PSA**

Originally recorded at WATD by members of the South Shore Recycling Cooperative (Bob Griffin of Marshfield & Claire Sullivan of SSRC)

B: Do you know what it costs to make your trash go away? If you're a typical American, you toss out a ton of trash each year, at home, work, school, ball games... * In the good old days, it all went in the dump on the edge of town. But they were closed 'cause they were poisoning our water.

C: Now your trash is trucked to high tech landfills and waste combustors, and guess what? They're expensive to build and run, and we don't have enough to manage all our discards. **

B: If you live in a town where you pay only for what you throw out, you waste a lot less than you used to.*** But no matter where you live, you're paying for disposal, in your property tax, trash fee, or rent.

C: The fifteen towns in the South Shore Recycling Cooperative spent about \$17 million last year to haul and dispose household trash, an average of \$150/ton, and that's just the tip of the iceberg. Whether it's burned or buried, plenty of good stuff that could have been recycled is gone to waste. ****

B: Recycling saves money and more. A little effort does make a big difference.

Sources:

* [U.S. EPA Office of Solid Waste](#)

** [Mass. DEP Solid Waste Master Plan 2002 Update](#)

*** ["Pay as you Throw : Unit-based Pricing for Municipalities"](#)

**** 2003 Tellus Institute Report, ["Waste Reduction Program Assessment and Analysis for Massachusetts"](#)

OCTOBER PSA

Recycling Saves :30 second Radio PSA

Originally recorded by the South Shore Recycling Cooperative

(Your town name) is working hard to educate our residents on why recycling is so important...today. Costs continue to rise for waste disposal, but recycling to reduce that waste saves significant dollars for your community. Whether your town offers curbside pickup or a drop off site, the more that is recycled, the more money is kept in your town and in your pocket

But money isn't the only reason to use all the convenient recycling services (your town name) provides. Did you know that it takes a half a can of fuel to make an aluminum can from dirt, but only a teaspoon to recycle one? Recycling useful trash consumes fewer resources, saves energy, pollutes less and makes our world a nice place to live

So if you live in (you town name) consider yourself special. Your community officials are making a difference by educating everyone on what, where, when and why we recycle.

Visit www.earth911.org for more information about recycling in your community.

Recycle – a little effort, a big difference.

CONTACT:

BUYING RECYCLED COMPLETES LIFE CYCLE

Buying products made from recycled materials is an important step in supporting recycling and resource conservation programs.

Sorting materials into your recycling bin is only the first step in the process. After the materials are collected and processed, they are sent to a buyer, or an end-market. This market takes the recyclables and processes them into new products that return to store shelves. When you buy a product with recycled content, you help create a demand for that item and ensure that recycling companies always have a market for their materials.

Read labels and be informed

Take a few seconds to look at the product to see whether the container or packaging contains recycled content. This may be as simple as checking the nutrition label or ingredient list on a box of food. Look for the products and packaging with the highest percentage of recycled content. Also, check to see if the product or packaging can be reused or recycled after you're through with it.

What does recyclable mean?

The term "recyclable" refers to products that can be used again in the manufacture of new products rather than being disposed of as waste. Although many manufacturers mark their items recyclable, this doesn't automatically make them so. Depending on your local recycling program's rules, you may or may not be able to recycle them locally. Materials that are accepted are recyclable only if you separate them from your trash for local recycling collections.

Pre-consumer vs. post-consumer

Pre-consumer refers to waste items that are generated in the production stages of manufacturing. These materials have not yet reached the consumer and take the form of damaged products, material trimmings or production over-runs. Manufacturers have been reusing pre-consumer waste for many decades because it saves them money. Recycling and reuse of these pre-consumer materials also saves landfill space and virgin resources.

Post-consumer material comes from items that have been used and discarded by consumers, collected through recycling efforts and sold to manufacturers. You'll find this term mainly on paper and plastic products. By purchasing products with the highest percentage of post-consumer recycled content available, you increase the market for recycled materials and reduce the use of virgin materials.

If you want to adopt some recycling friendly practices, try these:

Buy Smart. Take some time to think before you buy something – maybe you don't really need it. Perhaps you can think of an alternative to buying a product, such as sending free e-cards instead of paper birthday cards to family and friends.

Buy Durable Products. Instead of buying disposable products, which are wasteful, buy things that will last a long time, such as rechargeable batteries and reusable mugs for drinks.

Avoid Excess Packaging. Look for products that have less packaging or buy in bulk – you'll have less to throw away. Also, buy items with packaging that can be reused or recycled.

Buy Used. Buying things that have been previously used means your purchase doesn't require additional resources or energy. Consider how items that you currently own, but no longer need, can be re-used. Retro clothes, room accessories and sports equipment are often welcomed at your local thrift store. Shop online or at local stores to buy used CDs and books.

Buy Energy-efficient. Look for the ENERGY STAR logo when buying electronics such as TVs, CD players, DVD players, and computers. ENERGY STAR is a national program designed to identify and promote energy-efficient products.

Buy Recycled. Buying items made with recycled-content materials means that fewer natural resources were used to produce them. Products made from recycled paper, plastic and other materials are usually easy to recognize in the store – just read the labels.

Your purchase will make a difference. Buying green lets companies know you care about the environmental impact of the products you buy. Why would big corporations care what you think? Because your current and future purchasing power is extremely important to them. Companies spend \$12 billion a year marketing their products. Shopping green sends a message to them that you care about the environment – and they should also.

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CONTACT:

BUYING RECYCLED A TRUE BARGAIN FOR EARTH

Most Massachusetts citizens help the recycling effort by putting materials in their recycling bin or taking them to a drop-off center. But how many people know that buying stuff made from recycled materials is equally important. By purchasing recycled content products you are doing your part to help maintain market demand for recyclables and to ensure the continuation of recycling programs everywhere. If consumers purchase more products with recycled content, manufacturers will continue to incorporate recyclables into their products and expand the usage to even more products.

Know the symbol: The three cycling arrows is the universal symbol of recycling and printed on millions of products that can be recycled, or have been made from recycled content. Each arrow in the recycling logo represents one step in the three-step process that completes the recycling loop.

The first step is collection. This is when you put your recyclable materials into your curbside recycling bin or take it to a local recycling drop-off center. The collected materials are then processed and sold to manufacturing facilities, such as steel, paper and glass mills.

The manufacturing process is represented in the second arrow. The recyclable materials are converted into new products and shipped to stores across the country to be placed on shelves as new consumer goods.

The third step is where you, the consumer, purchase products made with recycled content. When you "Buy Recycled," you complete the recycling loop.

Be Careful! : Don't let the symbols deceive you. The recycling symbol does not necessarily mean that a product is made with recycled content or that it can be recycled in your community. Many plastic products are coded with a recycling symbol, indicating that somewhere they may be recyclable, but it is unlikely that they are accepted in local programs. A recycling logo does not necessarily imply recyclability. Check with your local recycling program to see what is accepted. Also, read the label carefully for specific information on recycled content.

Sign Me Up: How do I know for sure that I'm buying recycled? Some types of materials always have a high percentage of recycled content. These include products made from steel, aluminum, glass and paper. Paper products, such as thin cardboard packaging used for cereal, cake mixes and cracker boxes; corrugated cardboard; and other types of packaging usually have high post consumer content.

Other products commonly made from recycled materials include re-refined motor oil, fiberfill for sleeping bags, carpet, shoes, pencils, recycling bins, clothing, building insulation, wallboard, tiles, and many more. Read the labels!

Read the Label : Some products may not be made with any recycled content so be sure to read the labels. Look for the highest percentage of "post consumer recycled content" you can find. Post-consumer is the material consumers and businesses recycle; it doesn't include manufacturers' waste.

Be the Recycling Boss: Because of the tremendous buying power of businesses, institutions, and government agencies, these organizations send a message to manufacturers by the products

they choose. When businesses buy recycled, they assure manufacturers that a consistent, long-term demand exists for the recycled products.

Economic Sense: Several studies have shown that recycling related businesses have substantial economic development benefits. A study of 10 states in the Northeast found that more than 100,000 people are employed in firms that process recyclables or use them in manufacturing. The study also estimates that more than \$7.2 billion in value is added to recyclables in the Northeast through processing and manufacturing. A similar study of 13 states and territories in the Southeast found that nearly 140,000 people are employed by firms that process recyclables or use them in manufacturing. The value added to recyclables for that region was estimated at \$18.5 billion.

A bonus for the Earth: Recycling saves energy, natural resources, and landfill space. In most cases, making products from recycled materials also creates less air and water pollution than making products from brand new materials.

"Buy Recycled" Myths : Here are four common myths and misconceptions about recycled products:

- **Recycled products are hard to find.** This used to be true, but no longer. From the neighborhood grocery store to national retailers, stores sell thousands of products made from or packaged in recycled content material.
- **Recycled paper isn't as good as nonrecycled paper.** Recycled content papers now share the same printing and performance characteristics as their "virgin" equivalent. Recycled papers no longer look different. You can now find recycled content papers with the same whiteness and brightness as virgin papers. They also offer the same level of performance on copiers, and laser and ink jet printers.
- **Recycled products cost more.** This used to be the case for some materials, but times have changed. Many recycled products are priced competitively with their nonrecycled counterparts. In fact, some may be less expensive.
- **Recycled products are inferior in quality.** This is simply not true. Recycled products have the same quality, reliability, and dependability. A 1996 survey by the Buy Recycled Business Alliance asked hundreds of corporate purchasing agents about their satisfaction with recycled content products. The survey results showed that 97% of respondents were pleased with the performance of recycled content products.

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NOVEMBER PRESS RELEASE

**Press Release: Buy Recycled
For Immediate Release**

Date: _____

Contact: _____

Phone: _____

BUYING RECYCLED IS EASIER THAN YOU MAY THINK

Massachusetts citizens recycle more than 38% of their trash, but recycling efforts do not end at the recycling bin or after a trip to the transfer station. **(MUNICIPALITY NAME)** residents can help conserve natural resources, reduce the burden of landfills and make our environment a safer and cleaner place by buying recycled products.

Recycled products have made great strides in the past few years. They are now comparable to products made from new materials. The following three common myths about buying recycled products are no longer accurate.

Myth #1: "Recycled products are hard to find." Recycled products can be easily found in local grocery stores and national retailers. These stores sell thousands of products made from, or packaged in recycled-content material.

Myth #2: "Recycled products cost more." Many recycled products are priced competitively with their non-recycled counterparts. In fact, some may be less expensive! It is important to comparatively shop.

Myth #3: "Recycled products are inferior in quality." Years of research and development have ensured that recycled products are the same quality, reliability, and dependability as non-recycled products. A Buy Recycled Business Alliance survey in 1996 found that 97% of respondents were pleased with the performance of recycled-content products.

Buying recycled not only helps protect the environment; it has an economic benefit as well.

Did you know that more than 19,000 jobs in Massachusetts are supported through recycling industries? These industries contribute more than \$600 million to the state's economy. A study funded by the Environmental Protection Agency found that the recycling industry in the 10 Northeastern states employs more than 100,000 people.

Ready to buy recycled? Read the label carefully! A recycling symbol does not necessarily mean that a product is made with recycled content. Look for products with a high percentage of "post-consumer recycled content".

Items such as food and beverage containers and paper products contain significant amounts of recycled material. Products such as plastic lumber, paint, carpeting, patio furniture, pencils and motor oil are now made from recycled material. Lumber, toner cartridges and auto parts are often reused or remanufactured into new products.

Buying recycled products makes cents. Take the time to read the labeling on products. This is a little effort that can make a big difference in protecting our environment and supporting an new vibrant industry in Massachusetts.

(MUNICIPALITY) is committed to recycling. Call **(LOCAL PHONE)** or visit **(LOCAL WEB SITE OR WWW.Earth911.org)** to learn more. **Municipalities should add their specific recycling information here also.**

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NOVEMBER PRESS RELEASE

Press Release – America Recycles Day
For Immediate Release
Date: _____

Contact: _____
Phone: _____

NOVEMBER 15TH IS AMERICA RECYCLES DAY

(MUNICIPALITY NAME) TO HOLD SPECIAL EVENTS

America Recycles Day is November 15. Residents from **(MUNICIPALITY)** will join others from across the country to learn about recycling, make a commitment to increase their recycling activities, and to purchase more products made from recycled materials. The America Recycles Day campaign continues to educate the country about the economic, social, and environmental benefits of recycling and buying recycled.

Help Massachusetts show its recycling pride by sponsoring an event in your school, local club or organization. Local events in the past have included art, essay and poster contests; recyclable and recycled content product displays at local libraries, town halls and stores; and the distribution of thousands of Buy Recycled pledge cards.

Local events in **(MUNICIPALITY)** include **(INCLUDE LOCAL INFO HERE)**.

Remember to close the recycling loop by purchasing products made of recycled content!

To find out more about recycling in your community, call: **(LOCAL PHONE)**. To learn about America Recycles Day campaign or to pledge on-line, visit the America Recycles Day web site at www.americarecyclesday.org. Making the pledge to recycle and buy-recycled products will enter you entered into a drawing for exciting environmentally related prizes.

For more information on recycling in your community visit www.earth911.org.

Recycle – a little effort makes a big difference.

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NOVEMBER PSA

America Recycles Day

:30 second Radio PSA

Originally recorded by the South Shore Recycling Cooperative

Did you send your America Recycles Day cards yet? November 15 is the big day, and the South Shore Recycling Cooperative wants to let you in on a way to win a new car or bicycle. If you resolve to shift your recycling habits up a gear, and to buy more recycled content products, you could get more than a better environment. Fill out an America Recycles Day pledge card, or pledge online at ssrc.info by November 15 and you'll be entered to win a Ford Escape Hybrid, or one of 5 Trek 24 speed recycled content bicycles. Pledge cards are available at the Abington and Hull Health Departments and at the Cohasset, Hanover, Hingham and Kingston Hwy Depts.

When you recycle it all comes back to you, in new products, a cleaner environment, a better economy, and more natural resources left for our grandchildren.

So please recycle, a little effort makes a big difference. Go to ssrc.info to learn more."

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NOVEMBER PSA

Recycle everywhere: at home, at school and at work

recorded at WATD 1/20/06 by Anthony Rose (Weymouth), Courtney McCarthy (Abington)

Anthony: Hey, how was your trip to the Alps?

Courtney: It was awesome! We were way up in this little town by the Matterhorn. You know, even though they're in the middle of nowhere, they had recycling bins, even on the slopes! The airport at Zurich had them too. I was so surprised, I took pictures! (see below)

A: I think it's surprising that more places around here don't recycle. I'm so used to sorting my trash at home, I feel funny putting paper and cans with the trash at my busboy job, or hanging out at the mall. My cousin told me that his school doesn't even recycle!

C: My Mom set up paper collection at her office last month, and she's really psyched. She got bins to go next to their wastebaskets, and found a company that put a paper container by their dumpster. The South Shore Recycling Cooperative helped her, at ssrc.info. She said there's hardly any trash now, so they're getting a smaller dumpster! She's hoping for a bonus, since it will save her company money too.

A: Next time I'm at work, I'll suggest it to my boss. Maybe I'll get a raise!

C: We should tell the mall manager too, maybe we'll get a discount.

A: Yeah, right! We'd probably have to settle for the satisfaction making a difference.

NOVEMBER PSA

Recycling Saves

:30 second Radio PSA

Originally recorded by the South Shore Recycling Cooperative

(Your town name) is working hard to educate our residents on why recycling is so important...today. Costs continue to rise for waste disposal, but recycling to reduce that waste saves significant dollars for your community. Whether your town offers curbside pickup or a drop off site, the more that is recycled, the more money is kept in your town and in your pocket

But money isn't the only reason to use all the convenient recycling services (your town name) provides. Did you know that it takes a half a can of fuel to make an aluminum can from dirt, but only a teaspoon to recycle one? Recycling useful trash consumes fewer resources, saves energy, pollutes less and makes our world a nice place to live

So if you live in (your town name) consider yourself special. Your community officials are making a difference by educating everyone on what, where, when and why we recycle.

Visit www.earth911.org for more information about recycling in your community.
Recycle – a little effort, a big difference.

DECEMBER ARTICLE

CONTACT:

MODERNIZE YOUR HOLIDAY WRAPPING

Does this scenario sound too familiar? After the unwrapping frenzy, someone in your household grabs a plastic trash bag and fills it with balled up wrapping paper, plastic bows and ribbons.

It's time to stop to that wicked old-fashioned way to clean up the wrap! It will just end up in a landfill or incinerator when nearly all of that stuff is recyclable.

This year, try grabbing a brown paper leaf and yard waste bag and write "Extra Paper Recycling" on it. Fill that and place it next to your paper recycling bin on collection day. Make sure that it's filled with just paper and cardboard. Throw away any bows, ribbon, and plastic packaging.

Cardboard packaging and corrugated cardboard shipping boxes can be recycled as well. Be sure to flatten all boxes before recycling them. Remove all unrecyclable packing materials such as bubble wrap and foam peanuts.

If you choose to wrap with paper, make sure you are using paper! A lot of wrapping paper these days is made of mylar or metallics, which cannot be recycled.

Embellish gifts with creative flair. Try using a sprig of holly or evergreen. A fresh flower is beautiful and can be composted later. Opt for reusable decorations like personalized ornaments or smaller gifts.

Better yet, skip the paper that you will use only once and opt for gift bags. They are beautiful, come in a huge variety of sizes and designs, and can be reused for many years. If you choose plain colors, you will be able to reuse them for other gift-giving occasions. So many people prefer the bags because they are quicker than wrapping and require less skill than traditional gift wrapping.

For other gift wrapping ideas, search the internet and be creative!

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CONTACT:

‘TIS THE SEASON TO RECYCLE

The holiday season is a magical time, filled with friends, family, celebration and gift-giving. Unfortunately, this beautiful time of year has put a damper on our earth, causing waste due to over-consumption. In the United States an additional five million tons of waste is generated between Thanksgiving and New Years! This holiday season, Massachusetts residents will buy an estimated: 70 million greeting cards, one million cut evergreen trees, and \$10 worth of packing materials and wrapping paper for every \$100 spent on gifts.

As you make room for new holiday treasures, consider donating old, unwanted toys, electronics, and clothing rather than throwing them away. Charities collect a wide variety of items, from used books to dishware. What is useless to one person may be priceless to someone else.

And don't forget that many items can be recycled, so be sure to recycle mail order catalogs, cardboard boxes, as well as food and beverage containers.

There are other ways to reduce waste during the holidays. Try out some of these ideas and create new holiday traditions this year that will help protect the environment this season and for generations to come.

Shop smart. Keep non-recyclable packaging to a minimum, buy in bulk, and choose items with recycled content.

Give time. Yours or someone else's, such as a handmade gift, music lessons, a trip to a ball park, babysitting services, or event tickets.

Go online. Send electronic greetings instead of traditional paper cards. Shop online to reduce car trips to brick and mortar buildings.

Try green gifts. Give hand-knit items, plants, fruit baskets, bird feeders and seeds, family memberships, or donations to favorite charities.

Reuse. Decorations, wrapping paper, packaging, shipping materials, foil, containers and paper can have multiple uses. With a little imagination, practically anything can be reused. Tap your inner Martha Steward when wrapping gifts. Try using fabric or children's artwork. Gift bags are beautiful, can be reused over several years and help the wrapping-impaired. Save Styrofoam packing peanuts and bubble wrap to reuse for shipping gifts next year. Or, donate packing materials to shipping companies.

Don't forget to recycle and compost. Because we entertain more, we have more empty food and beverage containers and other recyclables in the household. If you have more than your bins can hold, use a cardboard box to hold the extras. Don't forget that aluminum foil can be recycled along with bottles and cans. Just ball it up and toss it in the recycle bin. Compost vegetable and fruit peelings.

Rent the good stuff. Instead of buying disposable plates, forks, napkins and tablecloths, rent them from a party store. They have a variety of china, silver and linen to rent and all the items will look great on your table. Rental fees are nominal and you won't even have to clean them before you return them!

Skip the lights. Plenty of joyful tree and outdoor decorating can be done without plugging in. String popcorn and cranberries to decorate shrubs and trees, or try hardy, reusable garlands. If you choose to decorate with lights, use energy-efficient ones and remember to turn them off.

Mulch it. Today's dead Christmas tree is mulch for tomorrow. If you opt for a cut Christmas tree, be sure to "recycle" it afterward by checking with your hometown for their pickup schedule. Or, do it yourself. Evergreen branches, swags and wreaths make excellent winter protection in the garden. Use the trunk as a trellis or part of a garden structure for a rustic look. If you have a chipper, run it through and add the material to a compost mixture.

With a little effort, we can all make this holiday season happy and healthy for ourselves, our families, and the environment.

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CONTACT:

WEIGH ALL BENEFITS OF REAL VS. FAKE CHRISTMAS TREES

The age-old debate continues: Which is better, a real or fake holiday tree?

Both sides of the argument offer compelling reasons as to which is the better choice for your holiday decorating. But from an environmental standpoint, live holiday trees are the sure winner.

Most artificial Christmas trees are made of metals and plastics. The plastic material, typically PVC, can be a potential source of hazardous lead. Also, the plastics are non-biodegradable and non-recyclable. Natural trees are renewable and recyclable. Most are planted to be harvested, just as pumpkins are cultivated for the Halloween season. Also, each acre of trees produces the daily oxygen requirements of 18 people.

If you can't bear the thought of cutting a live tree or purchasing one that's already been cut, consider purchasing a live tree planted in a container and replanting it outdoors next spring. Also, decorating a tree already in your yard for the holidays with "edible" decorations spreads the holiday cheer to our four-legged and feathered friends.

If you buy a real tree, it's important to ensure that it is recycled after the holidays. Christmas trees are reborn for five large-scale uses including chipping, beachfront erosion control, lake and river shoreline stabilization, fish habitat and river delta sedimentation management.

Each year, Bay Staters purchase more than one million Christmas trees and most communities offer tree recycling after the holidays. For more information about your community's program, visit Earth 911 at www.earth911.org.

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DECEMBER PRESS RELEASE

FOR IMMEDIATE RELEASE:

CONTACT:

Don't Trash the Holidays!

Cardboard: Please recycle all of your cardboard boxes. Flatten and either fold or cut to a size not larger than 2 feet by 2 feet. You may bundle cardboard, put it in a paper bag, place it under your recycling bin, or place it standing in or between recycling bins.

Gift Boxes and Wrapping Paper: Gift boxes and all non-foil wrapping paper can be included with your paper recycling. Tape and twine is OK, but no ribbons please..

Holiday Cards and Calendars: Holiday cards (including envelopes and gift tags) and calendars can be recycled with your paper.

Other Non-trash items: Magazines & catalogs, old files, paperboard (e.g. cereal boxes), shredded paper, newspapers, copy paper, paperback books, spiral binders, tape, and staples are all OK for the paper bin! You should also recycle all glass, plastic, and metal bottles and cans.

Christmas Trees and Wreaths: Special collections for most towns take place in early January. Please remove all tinsel/garland and DO NOT put in plastic bag.

According to the National Christmas Tree Association, over 33 million real Christmas trees are sold in North America every year and Christmas tree recycling helps return a renewable resource back to the environment.

Americans throw away 25% more trash during the Thanksgiving to New Year's holiday period than any other time of year. On the South Shore alone, the extra waste amounts about 1,000 extra tons per week. So, to help trim the trash while trimming the tree, please remember to recycle all that you can. It saves money for our towns and is good for the environment.

More than *half* of the paper (including cardboard) that could be recycled on the South Shore is being thrown away. This costs the fifteen towns about \$2 million a year. Statewide, this cost is in excess of \$100 million per year. On the other hand, recycling one ton of paper saves 17 trees, 7,000 gallons of water, 212 gallons of fuel, and reduces pollution emitted into the air. And in Massachusetts, recycling supports 1,437 recycling businesses and organizations and 19,500 jobs.

For more information on what can be recycled as well as creative ideas to avoid putting items out in the trash, go to ssrc.info [OR INSERT TOWN INFO]

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DECEMBER PRESS RELEASE

FOR IMMEDIATE RELEASE:

CONTACT:

Holiday Tips from MassDEP: Reduce, Reuse, Recycle, Be Green

During the holiday season, Massachusetts' residents produce about 25 percent more trash compared to any other time of year. Not only do we produce more trash, but we also use 5 percent more energy during the holiday season.

To trim down on all that waste – and save you time, money, energy, and stress during this busy time of year – the Massachusetts Department of Environmental Protection (MassDEP) offers some simple tips to “be green” this holiday season:

- **Buy green.**
 - Purchase recycled-content gifts.
 - About 40 percent of all battery sales occur during the holiday season. Buy rechargeable batteries. Many stores have drop-off bins for the safe recycling of old batteries. To recycle old rechargeable batteries and cell phones, the Rechargeable Battery Recycling Corporation, a non-profit organization, has a locator to find drop-off locations at:
<http://www.rbrc.org/call2recycle/dropoff/index.php>
 - Thousands of paper and plastic shopping bags end up in landfills every year. Reduce waste by remembering to bring your reusable tote bag while shopping.
- **Choose green wrapping.** Decorative boxes, gift bags, and tins can be reused, instead of disposable wrapping paper, which is not recyclable. Use paper bags or newspaper to wrap your gift and then use a reusable ribbon, bow, or beads to decorate it.
- **Green your holiday card.** Use old holiday cards to create new cards by cutting the picture off and using it to make a new card or a gift tag. If you buy cards, find ones made of recycled content. If so inclined, you can save paper by sending E-cards, which is gaining in popularity.
- **Save energy.** You can save a lot of energy simply by:
 - Using a timer on your house and Christmas tree lights to avoid keeping the lights on all night.
 - Purchase LED Christmas Lights. Light-Emitting Diodes (LEDs) are a new lighting technology that is up to 90 percent more efficient than its incandescent counterpart. A household burning 10 strands of lights for eight hours a day for a month would spend about \$127 to light large, incandescent bulbs, \$7.20 for traditional mini-lights, and just 72 cents for LEDs. These newer bulbs are available at most stores that sell Christmas lights, and they are sturdy, last up to 20 years, and barely warm up, thus reducing fire concerns.
 - Using energy-saving fluorescent light bulbs (or give one as a gift!). Compact fluorescent bulbs last longer and use about a quarter to a third of the energy of an incandescent bulb. By substituting a compact fluorescent light for a standard bulb, you can prevent the emission of 5,000 pounds of carbon dioxide and reduce your electric bill by more than \$100 over the life of those bulbs.
- **Recycle as much as possible.** Recycling saves money. Over 300 communities in Massachusetts provide for recycling of common items like paper, cans, bottles, and

cardboard. Don't forget to recycle aluminum foil, which is used so much at this time of year. Paper recycling alone would make a big difference. Did you know:

- Scrap paper is now the number one American export by volume, and exports of U.S. scrap grew to \$8.4 billion last year, more than double the 1999 total.
 - The strong international demand for paper has raised payments for recycled paper to approximately \$100 per ton.
 - Massachusetts' residents and businesses throw away approximately 1.5 million tons of paper a year, with an estimated value of more than \$100 million.
- **Save gas and reduce air pollution.** Spare the air, and commit to minimizing your car use whenever possible. Take public transportation, carpool with friends, or walk when you go shopping or to holiday parties. You'll be rewarded with both more exercise and cleaner air.
 - **"Tree-cycle" after the holidays.** More than 200 Massachusetts towns and cities provide venues for the collection of cut Christmas trees, which are then recycled into compost or mulch. Check out these Tree-Cycling Facts:
 - 93 percent of the respondents from a national survey recycle their Christmas tree in some type of community program.
 - Massachusetts' residents can get information about tree recycling at www.earth911.org (enter a five-digit zip code to find your local curbside or drop-off program).
 - What happens to those trees? The top five uses are:
 - Chipping – used for everything from mulch to hiking trails
 - Beachfront erosion prevention
 - Lake and river shoreline stabilization
 - Fish habitat, and
 - River delta sedimentation management

Learn more about buying green, reducing holiday waste, recycling, and "tree-cycling" in your community by visiting www.earth911.org or MassDEP's web site at: <http://www.mass.gov/dep/recycle/>.

MassDEP is responsible for ensuring clean air and water, safe management and recycling of solid and hazardous wastes, timely cleanup of hazardous waste sites and spills, and the preservation of wetlands and coastal resources.

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DECEMBER PRESS RELEASE

Press Release – Creative Gift Wrap
For Immediate Release
Date: _____

Contact: _____
Phone: _____

BE CREATIVE. REUSE IT!

Creative gift-wrap can make a gift special and reduce the waste we generate

You have a birthday gift to wrap and forgot to buy wrapping paper. You want to add your own touch to that holiday or special occasion gift. Here are some ideas for creative gift wrapping that reduces waste at the same time. Reuse what you have at home.

First, think about the person's hobbies and what they enjoy and match the wrap! Use old gourmet or home and garden magazines to wrap a gift for someone who likes to cook (or eat!) or garden. A traveler might like a gift that is wrapped in maps you no longer use. The Sunday comics wrapped around the gift gives great color and they're fun to read. Wrap a sports fan's gift in a sports magazine. A quilter would enjoy a gift wrapped in a piece of fabric that you might have at home and never used. Wrap a child's gift in a brown paper bag and add a small box of crayons for the little artist to create a brown bag masterpiece. Empty (or full) seed packets make a colorful gift tag. String, yarn, and even the one odd shoestring in the junk drawer can bring a unique touch to a gift package. Once you have given the gift, the person who receives it can recycle the wrapping!

Visit www.earth911.org to see what you can recycle in your community. Recycle – a little effort, a big difference.

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